



ALOHA FESTIVALS

FOR IMMEDIATE RELEASE

Wednesday, August 15, 2012

Contact:
Andrea Lum
808-543-3562
alum@commpac.com
Communications Pacific

ALOHA FESTIVALS DEBUTS NEW POWER BAND

Merchandise sales will directly support Hawai'i's premier kama'aina festival

HONOLULU – The Aloha Festivals is proud to debut a new item added to its merchandise selection for its 66th year – the Aloha Festivals power band. The black, durable wristband will be offered in addition to the traditional Aloha Festivals ribbon sold in past years, complete with a modern, fashionable look. Power bands and ribbons are both available for sale starting today.

“We’re excited to introduce the new Aloha Festivals power band, which we hope will encourage more local residents and visitors to support the Aloha Festivals and share the aloha spirit throughout this year’s events,” said Paul Tomonari, co-chair of the Aloha Festivals board of directors. “Each purchase of an Aloha Festivals power band or ribbon allows us to share the rich culture and heritage of Hawai'i with others through our free events throughout September.”

The general public is invited to support and take part in the 66th Annual Aloha Festivals with the purchase of an Aloha Festivals power band or ribbon, now available for purchase at select retailers on O’ahu and online. One hundred percent of all merchandise sales will directly support the Aloha Festivals, a not-for-profit 501(c)(3) organization. Power band and ribbon sales help defray the cost of the free events offered by the Aloha Festivals throughout September.

Those who purchase a power band or ribbon will have the chance to enter a sweepstakes for a Hawaiian Airlines round trip for two in coach class to Las Vegas or Manila and other fabulous prizes. In addition, Aloha Festivals has partnered with O’ahu hotels and businesses to give discounts to customers who show their support by wearing their 2012 power band or ribbon.

(more)

Aloha Festivals power bands and ribbons are available for purchase at the following retail locations:

- ABC Stores
- Aloha Festivals events
- Cookie Corner O'ahu locations (by end of August)
- Cox Media Group, 900 Fort Street, Suite 700
- Prototype at Pearlridge Center Downtown 2nd level
- Town & Country Surf at Pearlridge Center Uptown 2nd level
- For downtown purchases, call Sunny-Aloha at 227-5106
- Online at www.alohafestivals.com

The purchase of a power band or ribbon also comes with the opportunity to enter a sweepstakes to win one of many fabulous prizes. Prizes are listed below (visit www.alohafestivals.com for a complete listing of prizes).

- Hawaiian Airlines round trip for two in coach class to Las Vegas
- Hawaiian Airlines round trip for two in coach class to Manila
- Royal Hawaiian Center - \$250 shopping spree
- Waikiki Beach Walk - \$250 shopping spree
- Ala Moana Center - \$250 shopping spree
- Pearlridge Shopping Center - \$250 shopping spree
- Magic of Polynesia – show tickets for two

Sweepstakes entries may be dropped off at the following locations:

- Pearlridge Center Court (Uptown)
- Royal Hawaiian Center Lei 'Oahu Guest Services
- Waikiki Improvement Association (in the Waikiki Shopping Plaza, 2250 Kalakaua Ave., #405-2)

Entries may also be mailed to P.O. Box 15945, Honolulu, HI 96830 (one entry per envelope).

About Aloha Festivals

Aloha Festivals was first held in 1946 as Aloha Week, and over the past six and a half decades has become a celebration of Hawaiian culture, integrating the traditions and cultures of the Islands through music, dance, cuisine and art. All festivities are coordinated by a volunteer board of directors. Aloha Festivals is funded by the Hawai'i Tourism Authority, corporate and private sponsorships, and sales of Aloha Festivals power bands, ribbons and merchandise.

More information about Aloha Festivals and its events can be found at www.alohafestivals.com, Facebook ([facebook.com/AlohaFestivals](https://www.facebook.com/AlohaFestivals)), Twitter ([@AlohaFstvl](https://twitter.com/@AlohaFstvl)), or by calling 808-483-0730.

#####