



**ALOHA FESTIVALS**

**FOR IMMEDIATE RELEASE**

Wednesday, July 2, 2014

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**2014 ALOHA FESTIVALS CELEBRATES  
HÖKŪLE‘A’S WORLDWIDE VOYAGE**

HONOLULU – The 2014 Aloha Festivals theme, “Maluhia Honua – World Peace With Aloha,” celebrates the worldwide voyage of the Polynesian Voyaging Society’s Hōkūle‘a and its mission to promote world peace. Aloha Festivals, one of Hawai‘i’s most highly regarded and oldest cultural celebrations is now in its 68<sup>th</sup> year. This year, the festival takes place from September 6 to 27 at various locations on O‘ahu, sharing the history and traditions of Hawai‘i and the unique spirit of aloha with both *kama‘āina* (local residents) and *malihini* (visitors).

“This year, we honor the round-the-world voyage of the Hōkūle‘a, which encourages people to spread awareness of world peace,” said Helene “Sam” Shenkus, co-chair of the Aloha Festivals’ board of directors. “We invite the community to take part in Aloha Festivals’ celebration of Hawai‘i’s cultural heritage, aloha and Island traditions.”

The song, “For a Peaceful World,” composed by Irmgard Farden Aluli and translated into Hawaiian by Nāpua Stevens-Poire, inspired the Aloha Festivals’ honoring of the Polynesian Voyaging Society and the intrepid navigators and crews of the Hōkūle‘a and its companion vessel, Hikianalia. Both of these cultural icons were for many years participants in and supporters of Aloha Festivals.

“This is an opportunity for locals and visitors to share in Hawai‘i’s culture,” said Debbie Nakanelua-Richards, who is on the Aloha Festivals board of directors. “The festival theme, Maluhia Honua – World Peace with Aloha, is creating such positive energy in the Islands particularly among the Hawaiian ocean voyaging community as the Polynesian Voyaging Society makes its world tour.”

(more)

The celebration kicks off with the investiture of the 2014 Aloha Festivals Royal Court on Sept. 6, followed by an opening ceremony featuring traditional chant and hula; a *keiki ho'olaule'a* (children's block party) with activities, demonstrations and entertainment by *keiki* musical groups and *hula hālau* (hula troupes); and an evening *ho'olaule'a* (block party) with live entertainment on multiple stages, food booths and crafts. The celebration culminates with a floral parade along Kalākaua Avenue on Sept. 27.

**Schedule of Aloha Festivals events:**

All events are free and open to the public. They are supported by the sale of Aloha Festivals ribbons and merchandise from participating retailers. Aloha Festivals merchandise will also be sold at all events.

**Saturday, Sept. 6**

***Investiture & Opening of the Aloha Festivals Royal Court, 11 a.m. – 1 p.m., The Royal Grove within the Royal Hawaiian Center*** – The *Ali'i* – king, queen, prince and princess – take their place in the 2014 Aloha Festivals Royal Court. Court members receive the royal cloak, helmet, head feather lei and other symbols of their reign. Traditional chant and *hula kahiko* (ancient hula) highlight the event.

**Saturday, Sept. 13**

***Keiki Ho'olaule'a, 10 a.m. – 3 p.m., Pearlridge Center Uptown*** – Pearlridge Center will celebrate Aloha Festivals with a variety of activities, demonstrations and continuous stage performances by participating *keiki* (children) musical groups and *hula hālau*. The 2014 Aloha Festivals Royal Court will make a special appearance. For more information, visit [www.pearlridgeonline.com](http://www.pearlridgeonline.com).

**Saturday, Sept. 20**

***Waikīkī Ho'olaule'a, 7 p.m., Kalākaua Avenue*** – The annual Waikīkī Ho'olaule'a is Hawai'i's largest, most festive block party. Thousands of people will take to the streets for food, fun and entertainment. Top Island entertainers will perform along with *hula hālau* while Hawaiian crafts and floral *lei* (garlands) will be on display and available for purchase.

**Saturday, Sept. 27**

***68<sup>th</sup> Annual Aloha Festivals Floral Parade, 9 a.m., Kalākaua Avenue from Ala Moana Park to Kapi'olani Park*** – A colorful equestrian procession of *pā'ū* (long-skirted) riders, exquisite floats with cascades of Hawaiian flowers, *hula hālau*, marching bands and dignitaries will enliven Kalākaua Avenue.

**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 ribbons and merchandise.

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

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