



Aloha Festivals

ALOHA WEEK

NEWS RELEASE

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EXPEDIA NAMES ALOHA FESTIVALS AS A MUST-EXPERIENCE FESTIVAL

HONOLULU – Aloha Festivals has been named by Expedia Viewfinder as one of 20 must-experience festivals in the United States. The festival is ranked alongside other major music, art, food and wine festivals across the country.

“We are honored to be recognized by one of the industry’s leading travel booking organizations,” said Helene ‘Sam’ Shenkus, co-chair of the Aloha Festivals board of directors. “It is a testament to the hard work and dedication of the local community that puts on a wonderful festival each year for people from all over to enjoy.”

Now in its 71st year, Aloha Festivals is one of Hawai‘i’s most highly regarded and oldest cultural celebrations, integrating the traditions and cultures of the Islands through music, dance, cuisine and art. This year’s Aloha Festivals takes place from Sept. 9 to 30 at various locations on O‘ahu. All events are free and open to the public. They are supported by the sale of Aloha Festivals ribbons and merchandise that can be purchased at all events.

About Aloha Festivals

Aloha Festivals was first held in 1946 as Aloha Week, and over the past seven 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, Facebook (facebook.com/AlohaFestivals), Twitter ([@AlohaFstvlis](https://twitter.com/AlohaFstvlis)) Instagram ([@alohafestivals](https://instagram.com/alohafestivals)) or by calling (808) 923-2030.

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