



ALOHA FESTIVALS

NEWS RELEASE

FOR IMMEDIATE RELEASE

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SHOW YOUR ALOHA SPIRIT BY PURCHASING ALOHA FESTIVALS MERCHANDISE

HONOLULU – The Aloha Festivals proudly presents its 2014 merchandise collection to mark its 68th year celebrating Hawaiian culture and heritage. The 2014 Aloha Festivals merchandise – ribbons, power bands and T-shirts – reflects the Polynesian Voyaging Society's mission to promote world peace through its sailing canoe Hōkūle'a in honor of this year's theme "Maluhia Honua – World Peace With Aloha."

"We invite the public to join us in celebrating and supporting Hawaii's premier kama'aina festival," said Helene "Sam" Shenkus, co-chair of the Aloha Festivals board of directors. "The proceeds made from the Aloha Festivals ribbons and power bands allow us to share Hawaii's history and culture with the community through our free events during the month of September."

(more)

Starting today, Aloha Festivals merchandise will be available for purchase at select retailers, all Aloha Festivals events and online at www.alohafestivals.com. One hundred percent of merchandise sales directly supports the Aloha Festivals, a nonprofit 501(c)(3) organization, and helps defray the cost of Aloha Festivals' free events throughout September. Those who purchase a ribbon, power band or T-shirt will be eligible to enter a sweepstakes to win prizes, including Hawaiian Airlines roundtrip tickets for two to Las Vegas or the neighbor island of choice and other great prizes. Additionally, those who wear their Aloha Festivals merchandise will receive a discount from participating Pearlridge retailers during Keiki Ho'olaule'a and \$1 off a purchase of \$6 or more from Waikīkī Ho'olaule'a food vendors.

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

- ABC Stores (participating locations only)
- Aloha Festivals events
- Royal Hawaiian Jewelry at Pearlridge Center, Downtown
- Town & Country Surf locations (Pearlridge Center, Ala Moana Center, Ward Centers, Windward Mall and Kahala Mall)
- Online at www.alohafestivals.com

Aloha Festivals T-Shirts are only available at events and online at www.alohafestivals.com.

Enter the Aloha Festivals sweepstakes to win one of many great prizes (for a complete listing, visit www.alohafestivals.com), including:

- Hawaiian Airlines roundtrip for two to Las Vegas
- Hawaiian Airlines roundtrip for two to neighbor island of choice (four separate prizes awarded)
- \$250 Ala Moana Center Gift Certificate
- \$250 Pearlridge Center Gift Certificate
- \$250 Waikīkī Beach Walk Gift Certificate

(more)

Sweepstakes entries can be dropped off at the following locations:

- Pearlridge Center Uptown, Center Court
- Royal Hawaiian Center, Lei 'Olu Guest Services
- Waikiki Improvement Association (in the Waikiki Shopping Plaza, 2250 Kalakaua Ave., #315)
- ABC Stores, Ala Moana Center (near Center Court)

Entries may also be mailed to P.O. Box 15945, Honolulu, HI 96830.

About Aloha Festivals

Aloha Festivals was first held in 1946 as Aloha Week. For more than six and a half decades it has celebrated 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 sale 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 ([@AlohaFstvlS](https://twitter.com/@AlohaFstvlS)), Instagram ([@alohafestivals](https://instagram.com/@alohafestivals)), or by calling 808-483-0730. For an inside look at the Aloha Festivals, view the "Traditions of Aloha" video at vimeo.com/AlohaFestivals.

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