



**ALOHA FESTIVALS**

## **NEWS RELEASE**

**FOR IMMEDIATE RELEASE**

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### **VOTE FOR ALOHA FESTIVALS IN USA TODAY'S 10BEST READERS' CHOICE TRAVEL AWARD CONTEST**

**HONOLULU** – Aloha Festivals has been selected as a nominee in USA TODAY'S 10Best Readers' Choice travel award contest. Aloha Festivals is one of 20 contenders in the Best Cultural Festival category chosen by USA TODAY's expert panel.

"We are honored to be recognized by such a well-known national publication," said Helene 'Sam' Shenkus, co-chair of the Aloha Festivals board of directors. "Every year, Aloha Festivals continues to share Hawaii's history and culture with the world. Being selected as a nominee in USA TODAY's 10Best Readers' Choice contest is a true testament to our organization's goal and mission."

You can cast your vote for Aloha Festivals by clicking on the link:

<http://www.10best.com/awards/travel/best-cultural-festival/>. The contest ends on Monday, April 13 at 11:59 a.m. EST, and winners will be announced by 10Best on Wednesday, April 15. A person can vote once a day for the run of the contest, which will get Aloha Festivals to the number-one spot.

(more)

Aloha Festivals is running against other well-known festivals, including Mardi Gras – New Orleans, Comic-Con International – San Diego, Chinese New Year Festival and Parade – San Francisco, Village Halloween Parade – New York, and more.

### **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](http://www.alohafestivals.com), Facebook ([facebook.com/AlohaFestivals](https://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](https://vimeo.com/AlohaFestivals).

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