



Aloha Festivals
A L O H A W E E K

NEWS RELEASE

Aug. 6, 2026

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Aloha Festivals Unveils 2026 Commemorative Ribbon Celebrating 80 Years of Aloha

Limited-edition ribbon now available for \$10, with proceeds benefiting Aloha Festivals

HONOLULU, HAWAII – [Aloha Festivals](#) has unveiled its official 2026 commemorative ribbon, inviting residents and visitors to celebrate the organization's 80th anniversary while supporting the largest Hawaiian cultural celebration in the U.S. Available for \$10, all proceeds benefit Aloha Festivals and help fund its cultural programs and signature events that are free to the general public throughout September 2026.

Designed by Aloha Festivals Board Director Ku'uipo Lorenzo, the limited-edition ribbon features a honu (Hawaiian green sea turtle) encircled a lei of melia, or plumeria, blossoms, symbolizing the 2026 theme, "80 Years of Aloha: Our Culture, Our Stories, Celebrating Our Island Home." The melia lei is a tradition of Aloha Week and expresses the sincere aloha extended to each person who receives one. The honu was selected to commemorate the milestone anniversary, as it is admired for its longevity, with a lifespan of up to 80 years, and is regarded by many as an 'aumākua, or family guardian spirit. It represents wisdom, protection, perseverance, good fortune and a deep connection to Hawai'i's islands and people.

"Celebrating 80 years of Aloha Festivals is an incredible milestone, and I wanted this year's ribbon to be something truly special," said Ku'uipo Lorenzo, Aloha Festivals board director and ribbon designer. "I created a larger, commemorative design centered around the honu to honor the festival's legacy and give people something they can proudly wear as they show their support for a community celebration that brings together thousands of residents and visitors each year."

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The annual commemorative ribbon has become a cherished tradition for residents and visitors, serving as both a collectible keepsake and a way to support Hawai'i's largest Hawaiian cultural celebration.

The Aloha Festivals signature events include:

Royal Court Investiture & Opening Ceremony

Saturday, Sept. 5, 2026 | 4 – 6 p.m.

Helumoa Gardens at The Royal Hawaiian, A Luxury Collection Resort | The Royal Grove at Royal Hawaiian Center

72nd Annual Waikīkī Ho'olaule'a

Saturday, Sept. 19, 2026 | 6 – 10 p.m.

Kalākaua Avenue

78th Annual Floral Parade

Saturday, Sept. 26, 2026 | 9 a.m. – 12 p.m.

From Ala Moana Park through Kalākaua Avenue to Kapi'olani Park

Commemorative ribbons are available for purchase at **[AlohaFestivals.com](https://www.AlohaFestivals.com)**.

Aloha Festivals 2026 is generously supported by title sponsor Hawai'i Tourism Authority; presenting sponsor Hilton Hawaiian Village Waikiki Beach Resort; parade sponsor 'Alohilani Resort Waikīkī Beach; as well as Hawaiian Airlines, Royal Hawaiian Center, and Hawaii's Finest.

The mission of Aloha Festivals is to foster the aloha spirit through the perpetuation of Hawaiian culture and the celebration of the diverse customs and traditions of Hawai'i. For more information, visit www.AlohaFestivals.com.

Please click [here](#) for images courtesy of Aloha Festivals and this year's commemorative ribbon.

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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 corporate and private sponsorships, and sales of Aloha Festivals merchandise. More information about Aloha Festivals and its events can be found at www.AlohaFestivals.com, Facebook (facebook.com/AlohaFestivals), Twitter ([@AlohaFstvl](https://twitter.com/AlohaFstvl)), Instagram ([@alohafestivals](https://instagram.com/alohafestivals)) or by calling (808) 923-1094.