



**FOR IMMEDIATE RELEASE**

February 27, 2015

**RUNNERS TREATED TO FUN, FOOD AND FESTIVITIES AT  
HONOLULU RAINBOW EKIDEN RELAY RACE, MARCH 8**  
*Scenic course followed by local food festival, cheer & dance competition, and  
Japanese rock band concert!*

**HONOLULU** – The Honolulu Rainbow EKIDEN relay race is inviting runners of all abilities to join in a fun, five-kilometer ocean view course on Sunday, March 8, highlighted by the scenic views of Diamond Head Crater and a post-race party in Kapiolani Park.

The USA Track & Field certified 5K course for the third annual race begins and ends on the ocean side of Kapiolani Park fronting Waikiki Beach, continues alongside Diamond Head and passes the historic lighthouse before returning to the relay hand-off and finish line.



Entry fee is \$250 per team, and \$50 per individual participant. Deadline to sign up is February 27. Each race participant will receive a souvenir Honolulu Rainbow EKIDEN t-shirt, commemorative medal, complimentary drink from Lanikai Juice and other exclusive amenities.

**What is an Ekiden?**

*Ekiden*, a tradition in Japan for more than 90 years, is a long-distance relay race in which teams of runners take turns running the course. For the Honolulu Rainbow EKIDEN, each team will run a total of 25 kilometers (15.5 miles).

Both teams and individuals are invited to participate. Last year's event drew more than 120 teams and 600 individuals worldwide. Individual participants will be placed on "Friendship Teams" with runners from Hawaii, Japan, and other countries.

-more-

This year, popular Japanese rock band “Ulfuls” will serve as the EKIDEN’s official supporter. Band members Uful Keisuke and John B will also participate as runners alongside a couple of lucky fan club members.

The event will culminate with an awards ceremony, honoring the top three teams of the race, with awards also presented for the top senior, student, woman, and company.

Teams entering the Honolulu Rainbow EKIDEN can register online at Active.com. For more information on the event, visit HonoluluEkiden.com.

### **Other EKIDEN Festivities**

The fun doesn’t end with the relay race, as runners will also enjoy the following pre- and post-event festivities.

#### Uful’s Special Mini Concert (March 7 – 5 p.m.)

The night before the race, come to the Hawaii Convention Center’s Kamehameha Exhibit Hall (1<sup>st</sup> floor) and enjoy Ufuls, this year’s Honolulu Rainbow EKIDEN official sponsor, rock the stage during their special mini concert. Admission is free and open to the public. Priority seats will be available to EKIDEN runners and Uful fan club tour members.

#### WaikiKitchen ~Taste of Local~ (March 8 – 9 a.m. – 3 p.m.)

The second annual *WaikiKitchen ~Taste of Local~* Food Festival features an endless variety of entrées and treats from some of Hawaii’s gourmet restaurants, plate lunch vendors, and local style food trucks for all to enjoy.



The Honolulu Cheer & Dance Festival (March 8 – 10 a.m. – 12 p.m.)

Dynamic dancers from Hawaii, Japan, and Pacific Rim countries will show off their moves at the first annual Honolulu Cheer & Dance Festival. A variety of dance performers from cheer, hula, baton twirling, street dancing, and more will be featured at this first-time event.



**The Honolulu Rainbow EKIDEN**

The Honolulu Rainbow EKIDEN complements the 21st Annual Honolulu Festival, March 6-8 ([www.HonoluluFestival.com](http://www.HonoluluFestival.com)). Under the theme *Creating Cultural Friendships with Aloha*, the Honolulu Festival features dynamic and fascinating cultural dance performances, music, exhibits and crafts for free, along with a Grand Parade through Waikiki and Nagaoka Fireworks Show over Waikiki Beach.

The Honolulu Rainbow EKIDEN is sponsored by JTB Corp. and Hyatt Regency, and also supported by the Honolulu Festival Foundation.

###

**Media Contact:**

Ayaka Hong, Assistant Account Executive  
Anthology Public Relations  
(808) 539-3484  
[Ayaka.Hong@AnthologyGroup.com](mailto:Ayaka.Hong@AnthologyGroup.com)