



## FOR IMMEDIATE RELEASE

January 31, 2017

### HONOLULU RAINBOW EKIDEN CELEBRATES 5<sup>TH</sup> ANNUAL RELAY RACE, MARCH 12 *5K course and kid's challenge followed by local food festival!*

**HONOLULU** – The 5<sup>th</sup> annual Honolulu Rainbow EKIDEN encourages runners of all skill levels to join a fun, 5K relay race and inaugural Fun Run & Walk or Kid's Challenge on Sunday, March 12. Beginning at 9:00 a.m., runners will take their marks and race alongside Diamond Head and the Waikiki coastline.

There are two new categories for this year's race:

- The **Fun Run & Walk** is recommended for those interested in a leisurely run, jog or stroll along the scenic 5K-relay course. The Fun Run & Walk is non-competitive and teams are not required.
- The **Kid's Challenge**, open to ages 6-11, provides young athletes an opportunity to get active during a half-mile (6-8) or one mile (9-11), kid-friendly race. All participants will receive a medal and refreshments upon completion of the course. Parents and guardians are welcome to accompany keiki runners.

The Honolulu Rainbow EKIDEN relay race begins and ends on the ocean side of Kapiolani Park, fronting Waikiki Beach, and continues alongside Diamond Head and passes the historic lighthouse before returning to the relay hand-off and finish line.

Each relay team must consist of a minimum of three members, with a maximum of five members. Entry fee is \$250 per five-member team, \$150 per three-member team and \$50 per individual participant. Those who enter individually will be selected to participate in a "Friendship Team" with other individual runners from Hawaii and other countries.

For a special student or military rate for the five-member team, please contact [honoluluekiden@jtb-hawaii.com](mailto:honoluluekiden@jtb-hawaii.com). Members must present a valid school or military ID card upon packet pickup.

Deadline to sign up is **March 5, 2017**. Each 5K-race participant will receive a souvenir Honolulu Rainbow EKIDEN t-shirt, commemorative medal and complimentary refreshments.

#### **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 by passing a sash to the next runner at the end of each leg. For the Honolulu Rainbow EKIDEN, each runner will run the same course and the team will run a total of 25 kilometers (15.5 miles).

The event will culminate with an awards ceremony, honoring the top three teams of the race. Awards will also be presented to the most spirited teams, as well as the first place *wahine*, senior, student, and company teams.

Teams entering the Honolulu Rainbow EKIDEN can register online at <https://flpreregister.com/237>. For more information on the event, visit [HonoluluEkiden.com](http://HonoluluEkiden.com).

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### **Other EKIDEN Festivities**

The fun doesn't end with the relay race! Runners will also enjoy the following pre- and post-event festivities.

#### *Aloha DANCE CONVENTION (Saturday, March 11 – 6:15 – 8:30 p.m.)*

As Hawaii's biggest dance competition showdown, the *Aloha DANCE CONVENTION* showcases up to 30 talented dance teams of all genres from around the world. Each team must consist of at least two members, and can register up to 30 members per team. The entry fee is \$150 per team. Teams will receive 2 – 3 minutes of performance time. A panel of judges will select the top two teams to perform at the Honolulu Festival Grand Parade on Kalakaua Ave. Sunday, March 12. A free dance workshop will also be held on Saturday, March 11. Admission is free to the public.

#### *WaikiKitchen ~Taste of Local~ (March 12 – 10 a.m. – 2 p.m.)*

The *WaikiKitchen ~Taste of Local~* Food Festival features an endless variety of entrées and treats from some of Hawaii's popular restaurants. Attendees can enjoy local favorites from gourmet restaurants, plate lunch vendors, local style food trucks and more. Admission is free to the public.

### **The Honolulu Rainbow EKIDEN**

The Honolulu Rainbow EKIDEN complements the 23<sup>rd</sup> Annual Honolulu Festival, March 10-12 ([www.HonoluluFestival.com](http://www.HonoluluFestival.com)). Under this year's theme "*Cultural Harmony, Journey to Peace*," 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 relay race is sponsored by JTB Corp., supported by JCB, Hyatt Regency Waikiki Beach Resort and Spa, Sun Noodle Brand and the Honolulu Festival Foundation.

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### **Media Contacts:**

Julie Tabarejo  
Anthology Marketing Group  
(808) 539-3409  
[Julie.Tabarejo@AnthologyGroup.com](mailto:Julie.Tabarejo@AnthologyGroup.com)

Jourdyn Kaarre  
Anthology Marketing Group  
(808) 544-3081  
[Jourdyn.Kaarre@AnthologyGroup.com](mailto:Jourdyn.Kaarre@AnthologyGroup.com)