



FOR IMMEDIATE RELEASE

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**HONOLULU FESTIVAL DANCES THROUGH THE WEEKEND WITH
FREE CULTURAL PERFORMANCES, PARADE AND FIREWORKS SHOW, MARCH 9-11**

HONOLULU – The Honolulu Festival is set to showcase its 24th annual weekend-long display of Asia-Pacific culture from March 9-11. The celebration will feature a variety of performances and activities, including music, dance, arts, crafts, exhibits, special presentations, a parade and fireworks show.

The free event is open to everyone and will take place at three locations around Honolulu on Saturday, March 10 and Sunday, March 11 – Hawaii Convention Center, Waikiki Beach Walk and Ala Moana Center.

Presented by the Honolulu Festival Foundation under the banner of “Pacific Harmony,” the Festival’s goal is to help perpetuate the strong cultural and ethnic ties between the people of Asia Pacific and Hawaii, a commitment conveyed in this year’s theme: **“Harmony over the Ocean, Journey to Peace.”**

“Hawaii is such a diverse place with much cultural influence from the Pacific Rim. We are excited to bring a taste of that culture to the Island for locals and visitors of Hawaii to experience,” said Tsukasa Harufuku, president of the Honolulu Festival Foundation. “We encourage all of you to come down and bring your family for a weekend of free entertainment and events around Honolulu.”

Since 1995, the Honolulu Festival has been a major contributor to Hawaii’s tourism economy during a traditionally off-peak travel period. The Festival has brought tens of thousands of visitors to Hawaii from Asia Pacific. This year, an estimated 5,000 people will participate in the festival, comprising more than 150 groups from the Pacific Rim and Hawaii.

The festivities will conclude on Sunday evening in Waikiki with two highly-anticipated events. First, a colorful Grand Parade through Kalakaua Avenue will commence at 4:00 p.m., with performers, floats, and groups from Asia Pacific and Hawaii. Following the parade, Honolulu’s sister city, Nagaoka, will light up the sky with a spectacular Nagaoka Fireworks Show over Waikiki Beach beginning at 8:30 p.m.

HONOLULU FESTIVAL HIGHLIGHTS

Cultural Performances and Exhibits

Saturday, March 10, 10:00 a.m. – 6:00 p.m.

Sunday, March 11, 10:00 a.m. – 3:00 p.m.

Cultural music and dance performances will be held at three locations: Hawaii Convention Center, Waikiki Beach Walk and Ala Moana Center. In addition, the Hawaii Convention Center will feature a wide array of cultural activities, arts, crafts, exhibits, and foods appealing to all ages, including:

- **Ennichi Corner:** Designed specifically for children, the Ennichi Corner will offer fun, hands-on activities inspired by the traditional Japanese Saint’s Day festival. Children will be introduced to customary Japanese games, crafts, and traditions.
- **Craft Fair and Exhibitions:** Crafters will display a wonderful variety of cultural art and exhibits.

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Grand Parade

Sunday, March 11, Start – 4:00 p.m.

Following Sunday's cultural performances, Kalakaua Avenue will take center stage for the Grand Parade. Festival groups and performers from Asia Pacific and Hawaii will dance, sing and stage cultural demonstrations for the delight of residents and visitors. The highly entertaining parade will also feature marching bands and floats, highlighted by the fire-breathing dragon *Daijyama*.

The Grand Parade is recognized by the City of Honolulu and presented with a Legacy Award for its achievements and continued service as a mediator between the City of Honolulu and its sister-city, Nagaoka City (Japan).

Nagaoka Fireworks Show

Sunday, March 11, Start – 8:30 p.m.

The Honolulu Festival will conclude with the spectacular Nagaoka Fireworks Show over Waikiki Beach. The fireworks will be shot from barges positioned off the midpoint of Waikiki Beach.

HONOLULU FESTIVAL SPECIAL EVENTS

Educational School Tours

Friday, March 9, 9:00 a.m. – 1:00 p.m. (by invitation only), Hawaii Convention Center

Hawaii school students will take a cultural field trip to the Hawaii Convention Center to interact with visiting performers and artisans. Students will get an exclusive behind-the-scenes look at many of the Festival exhibits and activities.

Friendship Gala

Friday, March 9, 7:00 – 8:30 p.m., Hawaii Convention Center

The Friendship Gala features exciting cultural entertainment by Honolulu Festival performers, along with delicious cuisine from Oahu's premier restaurants. Funds raised by the Friendship Gala supports the Honolulu Festival Foundation's educational and cultural programs in Hawaii. Tickets: \$90 per person (\$70 under age 21; free for age 6 and under). Available at www.honolulu festival.com.

ABOUT THE HONOLULU FESTIVAL

Supported by the Honolulu Festival Foundation, Hawaii Tourism Authority, and corporate sponsors, the 24th annual Honolulu Festival featuring a weekend of *free* art and cultural displays and entertainment performances for all to enjoy, March 9-11.

Under the banner of "*Pacific Harmony*" and the theme, "***Harmony over the Ocean, Journey to Peace***" the Honolulu Festival's goal is to perpetuate the strong cultural and ethnic ties between the people of Asia-Pacific and Hawaii.

The Honolulu Festival Foundation supports educational and cultural programs for the benefit of Hawaii's school children and the community-at-large through public outreach and charitable efforts.

For more information about the Honolulu Festival and its schedule of events, please visit www.honolulu festival.com. Follow updates about the Festival on Twitter (@honfestival), Instagram (@Honolulu_Festival) and become a fan of its Facebook page (Honolulu Festival).

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