



FOR IMMEDIATE RELEASE

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HONOLULU RAINBOW EKIDEN CELEBRATES 6TH ANNUAL RELAY RACE, MARCH 11 *5K course and kid's challenge followed by local food festival!*

HONOLULU – The 6th annual Honolulu Rainbow EKIDEN encourages runners of all skill levels to join a fun, 5K-relay race, Fun Run & Walk or Kid's Challenge on Sunday, March 11. Beginning at 9:00 a.m., runners will take their marks and race alongside Diamond Head and the Waikiki coastline.

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

Each relay team must have a minimum of three members, and a maximum of five members. Those who enter individually will be selected to participate in a "Friendship Team" with other individual runners from Hawaii and other countries. Members must present a valid school or military ID upon packet pickup.

Deadline to sign up online is March 4, 2018. Entrees are also accepted at the Expo during the following dates and times:

- March 9 – 2:00 to 6:00 p.m.
- March 10 – 10:00 a.m. to 6:00 p.m.

Each 5K-race participant will receive a Honolulu Rainbow EKIDEN t-shirt, commemorative medal and complimentary refreshments.

The **Fun Run & Walk** is recommended for those interested in a scenic stroll, leisurely walk or a fun jog along the 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 up and move during a half-mile, kid-friendly race. All participants will receive a medal and refreshments upon completion of the course. Participants are welcome to have a parent or guardian accompany them during the race. Walk-ins are welcomed.

To register for one of the Honolulu Rainbow EKIDEN events and for pricing information, visit <https://flpreister.com/297>. Student and military rates are also available.

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.

For more information, visit <http://hawaii-event.com/en/rainbowekiden>, or contact honoluluکیدen@jtb-hawaii.com.

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 10 – 5:00 – 9:00 p.m.)

As Hawaii's biggest dance competition showdown, the *Aloha DANCE CONVENTION* showcases up to 30 talented teams of all genres from around the world. Each team must consist of at least two members, and may 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 11. A free dance workshop will also be held on Saturday, March 10 at 10:00 a.m. Admission to this event is free.

The Honolulu Rainbow EKIDEN

The Honolulu Rainbow EKIDEN complements the 24th Annual Honolulu Festival, March 9-11 (www.HonoluluFestival.com). Under this year's theme "***Harmony Over the Ocean, 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, and the Honolulu Festival Foundation.

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