



For Immediate Release: February 27, 2019

HONOLULU RAINBOW EKIDEN OFFERS FUN RUN COMPETITIONS TO ENJOY AT THE HONOLULU FESTIVAL

WHAT: The 7th annual Honolulu Rainbow EKIDEN features the following relay race and fun run events for individuals, teams and families of all ages:

- 5K Relay Race for teams of three and five runners
- 5K Fun Run and Walk for individuals of all skill levels
- 1K Family Challenge for kids and families

WHEN: **SUNDAY, MARCH 10, 8:00 a.m. – 1:00 p.m.**

WHERE: Kapiolani Park, Waikiki

WEBSITE: Honolulu Rainbow EKIDEN 2019: www.hawaii-event.com/en/rainbowekiden

HONOLULU – Runners, walkers, teams and families will take their mark on Kalakaua Boulevard near Waikiki Beach on the ocean side of Kapiolani Park for the 7th annual Honolulu Rainbow EKIDEN, a program of the Honolulu Festival celebration.

For the 5K Relay Race, both five-member and three-member teams of relay runners will follow the scenic course along the ocean side of Diamond Head before returning to Kapiolani Park to pass the team sash onto the next runner to complete their leg of the course.

The 5K Run and Walk is an opportunity for individuals to enjoy a leisurely run, jog or stroll while enjoying the sights from Diamond Head, one of Honolulu's most famous and scenic landmarks.

The 1K Family Challenge is a special course designed for children, ages 6-12, and families to participate together. Children receive a medal for their effort.

The Honolulu Rainbow EKIDEN concludes with an awards ceremony recognizing the top three teams, with additional awards presented to company teams, senior citizens, wahine and student participants.

Entries for all of the events are being accepted up to March 7. For registration and event information, visit online at www.hawaii-event.com/en/rainbowekiden.

The Ekiden long-distance relay race tradition began in 1917 in Japan, when a three day, 23-stage race covering 507 kilometers was held to celebrate Tokyo's establishment as the nation's capital.

ABOUT THE HONOLULU FESTIVAL

Supported by the Honolulu Festival Foundation, Hawaii Tourism Authority, and corporate sponsors, the 25th annual Honolulu Festival features a weekend of arts and cultural displays and entertainment performances for all to enjoy, March 9-10. Performances will be presented at four locations, the Hawaii Convention Center, Ala Moana Center, Waikiki Beach Walk and International Market Place. Admission

is free. The festival will culminate on March 10 with the Waikiki Grand Parade, starting at 4:30 p.m., and a spectacular 25-minute Nagaoka Fireworks Show over Waikiki Beach starting at 8:30 p.m.

With the theme of “Looking Back to Create the Future: 25 Years of Aloha,” the Honolulu Festival’s goal is to celebrate the cultural and ethnic ties of people from Hawaii and nations worldwide. 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, please visit www.honolulufestival.com.

Media Contacts:

Anthology Marketing Group

Patrick Dugan, (808) 741-2712, Patrick.Dugan@AnthologyGroup.com

Robert Washington, (808) 392-5858, Robert.Washington@AnthologyGroup.com

Maribell Pabalan, (808) 387-6287, Maribell.Pabalan@AnthologyGroup.com