



FOR IMMEDIATE RELEASE  
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**HONOLULU FESTIVAL BEING CELEBRATED VIRTUALLY THIS YEAR WITH  
1-HOUR SPECIAL PROGRAM PRODUCED AND TELEVISED BY HAWAII NEWS NOW**

***Honolulu Festival: Pacific Harmony Through Cultural Exchange* to Premiere on March 13,  
with Encore Presentations on March 14 and March 19**

**HONOLULU** – Since 1995, the second weekend of March has been a highly anticipated time for the public to enjoy the Honolulu Festival and celebrate the traditions, arts and music of cultural groups from Hawaii, the Pacific Rim, and nations around the world.

This year, for the first time in its 27-year history, the Honolulu Festival will be presented as a virtual celebration with a one-hour broadcast special that will feature past cultural performances, as well as provide insight about the history of the festival.

Produced by Hawaii News Now, the special program, ***Honolulu Festival: Pacific Harmony Through Cultural Exchange***, will premiere on Saturday, March 13, 7:00 p.m. (K5), with encore presentations on Sunday, March 14, 8:00 p.m. (KHNL), and Friday, March 19, 7:00 p.m. (KGMB).

In addition to the TV broadcasts, the program will be streamed on [HawaiiNewsNow.com/HonoluluFestival](https://HawaiiNewsNow.com/HonoluluFestival).

Hiroyuki “Keith” Kitagawa, president of the Honolulu Festival Foundation, commented, “This special program will showcase the ethnic beauty of the Honolulu Festival and its timeless message of goodwill, unity and peace among all people. We look forward to bringing the festival back next year when it is safe to gather in person so that everyone can enjoy the wonderful performances and events that make this cultural celebration in Honolulu unique from anywhere else in the world.”

The Honolulu Festival Foundation announced in January the cancellation of the annual three-day festival in compliance with state and county regulations to help prevent COVID-19 from spreading further within the population. It was the second straight year the Honolulu Festival had to be canceled due to the COVID-19 pandemic.

The Honolulu Festival typically attracts thousands of participants, along with tens of thousands of attendees, who enjoy a variety of cultural music, dance and arts presentations, highlighted by free performances, the magnificent Waikiki Grand Parade, and spectacular Nagaoka Fireworks Show.

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