



OAHU CELEBRATES ITS DIVERSITY WITH FESTIVALS & EVENTS

Music, Entertainment, Culture, and Cuisine Enrich Visitor Experience

OAHU – Discover the island’s rich culture and diversity at one of the many festivals and events occurring throughout the year. Oahu’s festivals and events provide visitors and locals with an opportunity to embrace the multi-cultural heritage, deep traditions and customs that are special to Oahu. Whether it is a cultural festival highlighting Hawaii’s diverse people and their origins, an energetic concert series, or a culinary event featuring the island’s top chefs, there is sure to be something for everyone. Below is a listing of notable festivals and events (all are subject to change without notice):

Music, Shopping & Entertainment

March 21-27, 2011

Shop a Le‘a

Ala Moana Center’s fourth annual week-long spring shopping event, Shop a Le‘a presents locals and visitors with more than 150 experiences in fashion, health and beauty, active lifestyle, home décor, travel, and cuisine. Included as part of the Shop a Le‘a lineup are fashion shows and trunk shows, exclusive products, Centerstage events, a center-wide gift-with-purchase, mall-wide shopping and dining offers, and much more. www.alamoanacenter.com or (808) 955-9517

April 1-7, 2011; October 2011

Hawaii International Film Festival

The Hawaii International Film Festival is dedicated to the advancement of understanding and cultural exchange among the peoples of Asia, the Pacific and North America through the medium of film. HIFF showcases independent feature films and is held at the Signature Dole Cannery Theatres each spring and fall. Expect the very best and latest in independent and global cinema. www.hiff.org

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May 27-29, 2011

Na Hoku O Hawaii Music Festival

The Na Hoku O Hawaii Music Festival focuses on the colorful diversity of Hawaiian music. From workshops to concerts, each night is filled with music and entertainment. Music ranges from falsetto, slack-key guitar and group performances, to ukulele workshops and guest speakers. The festival culminates with the Na Hoku Hanohano Awards – the biggest awards show for Hawaiian music. www.nahokufestival.com.

May 12-15, 2011

Rainbow Film Festival

The Rainbow Film Festival serves to educate and raise community awareness about gay and lesbian culture, arts and lifestyle through independent films shown at the Doris Duke Theatre. Locally submitted films are also featured and supported by the festival. www.hglcf.org

July 4, 2011

Ala Moana Center Fireworks

For the 20th consecutive year, Ala Moana Center will present locals and visitors with one of the largest and most spectacular fireworks shows in the country. In addition to the fireworks, Ala Moana will offer a weekend's worth of live entertainment and a mall-wide shopping savings pass.

www.alamoanacenter.com

July 17, 2011

41st Annual Roy Sakuma Ukulele Festival Hawaii

Local ukulele legend Roy Sakuma and his sponsors help to keep the instrument alive with the largest festival of its kind in the world, attracting thousands each year. A free two-hour concert showcases the finest ukulele players, along with national celebrities, Hawaii's top entertainers, and an ukulele orchestra of more than 800 students, mostly children. The festival benefits Ukulele Festival Hawaii, a charitable non-profit organization. www.roysakuma.net

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August 21, 2011

29th Annual Hawaiian Slack Key Guitar Festival

Slack key guitar originated in Hawaii in the 19th century with Hawaiian paniolo (cowboys), and continues to gain popularity. Within the last few years, slack key collection albums have won Grammy awards in the Best Hawaiian Music category. The Hawaiian Slack Key Guitar Festival, founded in 1982, celebrates the cultural importance of, perpetuates and preserves the unique acoustic guitar art form of “Kī hō‘alu,” which means “loosen the key.” The festival features performances by well-known slack key musicians. www.slackkeyfestival.com

Various weekends throughout the year

Sunset On The Beach

Enjoy a free film on a 30-foot screen under the stars on Queens Beach in Waikiki. Movies range from action to comedy and are always family friendly. Live entertainment and food vendors add to the event. Arrive early to score a great seat and catch a glimpse of the setting sun.

www.sunsetonthebeach.net

Arts & Culture

March 8, 2011, May 5, 2011 and October 31, 2011

Chinatown Arts and Culture Street Festivals

Join thousands of people as they gather in the streets of Chinatown to celebrate Mardi Gras, Cinco de Mayo and Halloween. The City & County of Honolulu presents these festivals, which feature live entertainment, food vendors, dancing, and local product vendors. www.artsdistricthonolulu.com

March 11-13, 2011

Honolulu Festival

The annual Honolulu Festival celebrates cultures from across the Pacific. This three-day celebration of art, music, dance, and crafts is filled with spectacular sights and sounds, including aboriginal dance performances and cultural demonstrations. The festival culminates with a parade in Waikiki, followed by the newly added Nagaoka Fireworks Display. www.honolulufestival.com

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May 1-2, 2011

Lei Day Celebration

On May 1, a celebration that includes entertainment, food booths and a lei-making contest takes place at the beautiful Queen Kapiolani Park and Bandstand in Waikiki. The event is followed by an honoring of Hawaii's *ali'i* at Mauna Ala and Kawaiahaeo on May 2. Lei Day was created to celebrate the Hawaiian custom of making and wearing lei. This year marks the 84th anniversary of the celebration of Lei Day in Hawaii.

May 11-14, 2011

We Are Samoa Festival

The We Are Samoa Festival at the Polynesian Cultural Center, which features the 19th Annual World Fireknife Championship and High School Samoan Cultural Arts Festival, will take place from May 11-14. At the 19th Annual World Fireknife Championship, dancers of all ages showcase their mastery of Samoan fireknives, in which acrobatic moves and death-defying tricks combine with ancient Samoan culture. Held in conjunction with the World Fireknife Championship, the High School Samoan Cultural Arts Festival is an event in which Hawaii high school students demonstrate their own cultural knowledge of Samoan traditions with exhibitions in basket weaving, coconut husking, fire making, and more. www.polynesia.com

May 30, 2011

Lantern Floating Hawaii Ceremony

Every year on Memorial Day, thousands of people gather at Magic Island at Ala Moana Beach Park to honor ancestors and loved ones who have passed away. At sundown, more than 2,000 candlelit lanterns are set afloat on the ocean, a traditional Buddhist rite originating in Japan. The ceremony is based on the theme "Many Rivers, One Ocean," and serves to honor those who have sacrificed their lives in war, pay respect to ancestors and loved ones who have passed away, and pray for a harmonious and peaceful future. The ceremony also features live entertainment by local and international musicians, as well as inspiring speeches. www.lanternfloatinghawaii.com

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June 10-12, 2011

Pan Pacific Festival-Matsuri in Hawaii

This special three-day celebration begins with Hawaiian festivities on Friday evening, including a block party where tens of thousands enjoy entertainment and food. The celebration includes a hula festival at Ala Moana Center, where spectators have the rare opportunity to see hula groups from Japan perform with Hawaiian hula *halau* (troupes). The event culminates with a grand parade along Kalakaua Avenue in Waikiki. www.pan-pacific-festival.com

June 11, 2011

95th Annual King Kamehameha Floral Parade

This colorful celebration honors the reign of King Kamehameha, who was responsible for uniting the Hawaiian Islands under his rule in 1795. The parade features brightly decorated floats, energetic marching bands and traditional pau riders who represent a Hawaiian royal court on horseback. http://hawaii.gov/dags/king_kamehameha_commission/

June-August

Obon Dances and Festivals

Buddhist temples throughout the island celebrate the Obon tradition, brought to Hawaii by Japanese immigrants that have evolved into a social and cultural event. Experience this part of Oahu's rich culture, which is designed to honor ancestors through an evening of dance, music and merrymaking. Dances and festivals are held at temples across the island on various dates throughout the summer.

July 16, 2011

Prince Lot Hula Festival

This all-day festival, held in the beautiful Moanalua Gardens, features hula *halau* (troupes) gracing the hula mound for spectators to enjoy. The festival showcases Native Hawaiian culture through crafts, kapa making, lauhala weaving, lomilomi massage, traditional Hawaiian games, and more. www.mgf-hawaii.org

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July 16-17, 2011

14th Annual Haleiwa Arts Festival Summer Event

Experience a broad spectrum of traditional, contemporary and ethnic arts at Haleiwa Beach Park in the historic town of Haleiwa. This event includes visual artists, musicians, singers, dancers, demonstrations, storytelling, student art displays, historical trolley tours and children's arts and crafts. Browse and purchase unique works by artists of all ages and cultural backgrounds.

www.haleiwaartsfestival.org

July 22-23, 2011

Hawaii All-Collectors Show

Don't miss the opportunity to find the perfect gift from Hawaii at the Hawaii All-Collectors Show at the Blaisdell Exhibition Hall. This annual collectibles and antiques show and sale features more than 200 booths with one of the largest selections of Hawaiiana under one roof. www.ukulele.com

August 19-21, 2011

Made in Hawaii Festival

Enjoy this three-day celebration highlighting the unique products of Hawaii. More than 400 exhibitors offer a wide variety of items made and grown in Hawaii, including art, clothing, food, home furnishings, jewelry, toys, fresh produce, plants, and authentic Hawaiian handicrafts.

www.madeinhawaiifestival.com

September 17 & 24, 2011

Aloha Festivals

This premier showcase celebrates Hawaii's music, dance and history, and is intended to preserve the islands' unique traditions. The 2011 theme is "Mele Ailana: Celebrate Island Music," and Oahu festivities include a Waikiki Hoolaulea on Sept. 17 and a floral parade on Sept. 24.

www.alohafestivals.com

September 3-4, 2011

29th Annual Okinawan Festival

The Hawaii United Okinawa Association presents the largest ethnic festival in the state of Hawaii. The event kicks off with a mini procession inside Kapiolani Park featuring a taiko drum

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performance. The three-day festival at Kapiolani Park celebrates Okinawan culture with food, entertainment, arts, crafts, and cultural activities. www.okinawanfestival.com

First Friday of every month

First Fridays

This free event invites people of all ages to downtown Honolulu's galleries and studios to view work by various artists. More than 20 galleries participate in the evening's events, which include live music, street entertainment, wine tasting, and shopping in downtown's antique stores. Guests can also experience the many bars, clubs and restaurants that make downtown a unique destination. www.chinatownhi.com

Last Friday of every month

ARTafterDARK

Offering a new twist on *pau hana* (happy hour), the Honolulu Academy of Arts presents an evening that invigorates the senses with a combination of food, art, music, dancing, and drinks. The theme for each event is based on the museum's current feature exhibition and provides a fun and social way to view art in a festive atmosphere. www.artafterdark.org

Fridays throughout the year

Rockin' Hawaiian Rainbow Revue

This weekly activity at the Super Pool of the Hilton Hawaiian Village is a favorite among visiting families. Enjoy a tribute to Duke Kahanamoku and a crescendo of torch lights, hula dancers, drums, and a huge fireworks finale. www.hiltonhawaiianvillage.com

Cuisine

February 26, 2011

1st Annual Hawaii Chocolate Festival

Dole Cannery Shops will host the inaugural Hawaii Chocolate Festival. Chocolate lovers can learn the steps that go into making this sweet treat from start to finish. There will be Chocolate 101 classes, exhibitor booths, a Chocolate spa, Chocolate garden, Chocolate fashion show, and more. The festival was created to raise awareness about Hawaii's growing cacao industry and to solidify chocolate as the state's newest 'ambassador of aloha.'

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April 22-23, 2011

Kahala Wine & Food Classic

The Kahala Hotel & Resort will present its 2011 Kahala Food & Wine Classic from April 22-23. The event includes dinner galas, a cooking demo, wine tasting, and more. Special guests this year include culinary icon and innovator, James Beard Award-winning author, and BRAVO TV personality Chef Cindy Pawlcyn, paired with Napa Valley vintners Suzanne Pride Bryan and Stuart Bryan, who are known for their *Wine Spectator* “Top 100” recognized wines from Pride Mountain Vineyards. Michael Herklots of Davidoff Cigars of Geneva will offer a special cigar seminar and premium smoking occasion. www.kahalaresort.com

April 30, 2011

9th Annual Waikiki SPAM® Jam

The Waikiki SPAM® Jam is an exciting annual street festival that takes place on Kalakaua Avenue in Waikiki. The event celebrates the unusually high consumption of SPAM® in Hawaii and features a variety of Honolulu’s finest restaurants serving up SPAM®-inspired creations. Two entertainment stages provide non-stop entertainment ranging from hula dancers to local musicians, and merchandise vendors sell SPAM®-themed items and Hawaiian crafts. Proceeds from the event benefit the Hawaii Food Bank. www.spamjambahawaii.com

May 19-21, 2011

Hawaii Food & Wine Paradise

Wine aficionados and foodies can enjoy three days of world class wining and dining at the Hawaiian Food & Wine Paradise. On the first evening, attendees can chat with winery owners and winemakers at a grazing event held at Marriott’s Ko Olina Beach Club, Ko Olina Resort. Guests will also be treated to a fashion show featuring swimsuit designs from Ida Teiti of Tiare Teiti Designs and Louisa Ngum of Honey Girl. During the second evening, three Hawaii chefs and a Hawaii food critic will face off in a food and wine pairing competition. Audience members will sample the pairings and vote for their favorite combination. The finale of the three-day event is the Paradise Beachside Barbeque at Paradise Cove. Guests will be treated to sliced-to-order sirloin and premium wines. A portion of the proceeds from this event is donated to scholarship programs for Leeward Oahu youth and the Leeward Community College Culinary Arts program.

www.hawaiifoodandwineparadise.com

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September 4, 2011

2nd Annual Rice Festival

September is national rice month and what better way to celebrate than to attend the second annual Rice Festival. The celebration features entertainment, cultural performances and cooking demonstrations by local celebrity chefs. The Rice Festival was created to celebrate “the grain that connects us.” This free event will give visitors and locals the chance to see how rice is prepared by the different cultures that make up our island. www.ricefest.com

Sporting and Fitness Events

February 21, 2011

Great Aloha Run

The Great Aloha Run is an 8.15 mile foot race that starts at Aloha Tower in Honolulu and ends at Aloha Stadium in Halawa. A three-day Sports, Health and Fitness Expo occurs during the weekend of the race and includes an array of exhibition booths offering unique products and services, entertainment, workshops, and more. The annual event was recognized nationally by *Runners' World* magazine as one of the top “100 Great Road Races.” www.greataloharun.com

May 15, 2011

Honolulu Triathlon

Thousands of triathletes from around the world visit Oahu each May to compete in the Honolulu Triathlon. This year's triathlon will be held on May 15 and features a 1.5K swim, 40K bike and 10K run courses that begin and ends at Ala Moana Beach Park. www.HonoluluTriathlon.com

October 9, 2011

Molokai Hoe

The Molokai Hoe has become one of the longest running annual team sporting events in Hawaii, second only to football. The first race was held on October 12, 1952. The race starts at Hale o Lono beach on Molokai and goes through the Kaiwi Channel, ending at the beach fronting the Hilton Hawaiian Village. The Molokai Hoe perpetuates one of Hawaii's and Polynesia's most important and historic cultural traditions, while honoring outrigger canoe paddlers around the world.

www.molokaihoe.com/

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November – December 2011

Vans Triple Crown of Surfing

The Vans Triple Crown of Surfing returns to the North Shore of Oahu for the men's series and women's Roxy Pro at Sunset Beach. Kicking off with the Op Pro at Haleiwa, the series continues with the O'Neill World Cup of Surfing and women's Roxy Pro at Sunset Beach, and lastly the Billabong Pipeline Masters at the famous Banzai Pipeline. Oahu's North Shore is home to these final events on the Association of Surfing Professionals (ASP) calendar that will crown surfing's new world champions. www.triplecrownofsurfing.com

December 1, 2010 - February 28, 2011

Quiksilver Big Wave Invitational In Memory of Eddie Aikau

Each winter, the world's best big wave surfers are invited to Waimea Bay on Oahu's North Shore to compete in the Quiksilver Big Wave Invitational In Memory of Eddie Aikau. The Eddie can only be held when surf measures at least 20 feet (Hawaiian scale) for a full day. The holding period for the event is between December 1 and the last day in February. When the surf is big enough, thousands flock to watch the likes of Kelly Slater and Bruce Irons compete in this prestigious surfing competition. www.quiksilver.com

December 11, 2011

Honolulu Marathon

Thousands of runners from around the world travel to Oahu each year to participate in the Honolulu Marathon. The 26-mile scenic course includes spectacular views from world famous Waikiki Beach and Diamond Head. www.honolulumarathon.org

December 24, 2011

Sheraton Hawaii Bowl

The Sheraton Hawaii Bowl pits a team from the Western Athletic Conference (WAC) against a team from the PAC-10 or Conference USA in the annual college football bowl game played at Honolulu's Aloha Stadium. Some exciting past Hawaii Bowl games include the University of Hawaii's three-overtime victory over the University of Houston in 2003 and the University of Hawaii's win over Arizona State University in 2006 that solidified Hawaii's star quarterback, Colt Brennan, as one of the nation's best. www.sheratonhawaiibowl.com

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For information on the Island of Oahu, go to www.gohawaii.com/oahu, follow OVB's Tweets at www.Twitter.com/OahuVB, or become a fan of Oahu on Facebook at www.Facebook.com/OahuHawaii.

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Mari Takamura
Stryker Weiner & Yokota Public Relations, Inc.
Phone: (808) 523-8802, ext. 235
Email: mari@strykerweiner.com
Website: <http://media.gohawaii.com/oahu>