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MEDIA CONTACT
Jaclyn Hawse
Becker Communications
533-4165

**9th ANNUAL HULA HO'OLAUNA ALOHA
UNITES TWO CULTURES WITH ONE LOVE
*Joining Japan and Hawaii in Celebration of Hula***

WAIKIKI – Uniting two cultures with one love, Japan and Hawaii will come together for the 9th Annual Hula Ho'olauna Aloha Festival on July 10 & 11, 2010.

Celebrating hula's rich culture and vibrant customs, the festival will feature a dance exhibition by local and Japanese *halau* at Ala Moana's Centerstage, followed by a hula competition between visiting Japanese *halau* at The Royal Hawaiian Hotel, Coconut Grove.

Hula Ho'olauna will kick off on Saturday, July 10, with a dance exhibition on Ala Moana's Centerstage from 10:00 a.m. to 7:00 p.m. Japanese and local *halau* will join on stage for over 40 unforgettable performances. Admission to the performance is free.

The Royal Hawaiian Hotel will be the site for the Festival's hula competition on Sunday, July 11, from 3:00 to 6:45 p.m. Visiting Japanese *halau* will compete for the honor and title, "Hula Ho'olauna Aloha 2010," and the right to defend its title in 2011. The competition will include three solo, four-group *wahine*, and six group *kapuna* performances. Hula performances will be judged by many of Hawaii's top *kumu* hula, including Kealoha Kalama, Nawahine Kuraoka, Keala Ching, Iwalani Kalima, Blaine Kia, Ed Collier and time judge, Les Pang. The Festival's cultural adviser is *Kumu* Kawaikapuokalani Hewett.

The public is invited to attend both events, free of charge; however, seating at the hula competition is limited to participating *halau* and their friends and family, and local residents with a valid Hawaii ID. Hula Ho'olauna Aloha 2010 is sponsored by Japan Airlines, JALPAK CO., Hawaii Tourism Authority, The Royal Hawaiian, Sheraton Waikiki, Ala Moana Center, Hula Supply Center, Polynesian Hospitality, Inc., and Hilo Hattie.

Created in 2002, the annual Hula Ho'olauna Aloha hula festival celebrates Japan's love for the hula in its birthplace, while bridging the two cultures through dance and

friendship. The Japanese language website, www.hoolauna.com, offers more information about the 9th Annual Hula Ho`olauna Aloha 2010 hula festival. Information is also available by calling (808) 286-2178 (MON-FRI 8:30 a.m. – 5:30 p.m.).

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