



Waikiki Wiki Wiki Wire

Aloha Festivals 2009 Theme, Schedule of Events “Hula, Let the Story be Told”

Aloha Festivals is just around the corner, and this year’s theme – “Hula, Let the Story be Told” – has been chosen and the schedule of events set.

“We are delighted to once again base our theme on hula, which is a precious and unique art form for the people of Hawai‘i,” said Debbie Nakanelua-Richards, co-chair of the Aloha Festivals board of directors.

Added board members Kainoa Daines and Blaine Kia, “Hula is the dance and expression, the visual of the chant and the story. No one can tell a story without hula, but hula cannot be presented without song, its foundation. Those who came before us formulated these chants or mele from significant occasions and events that occurred through history, thousands of years ago, and were passed down in story and in prayer, what we call *oli*. Join us as we share with you the essence of Hawai‘i through ‘Hula, Let the Story be Told.’”

Following is the schedule of Aloha Festivals events:

***Please show your Aloha Spirit and support of the festivals by purchasing an Aloha Festivals ribbon.**

Thursday, September 10

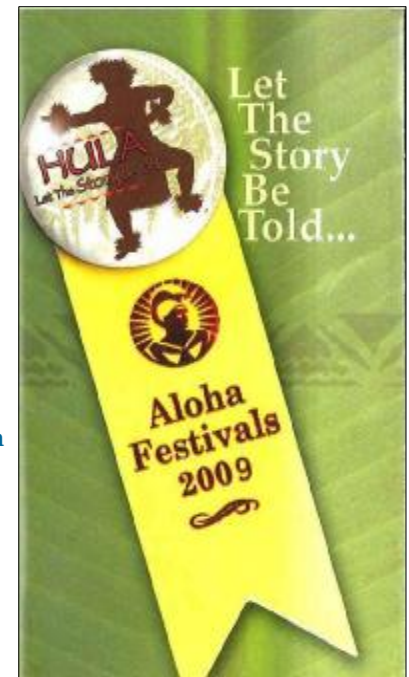
Aloha Festivals 2009 Royal Court Investiture, 9:30 a.m., Hilton Hawaiian Village – The king, queen, prince and princess take their place in the royal court. The Ali‘i court members will receive the royal cloak, helmet, head feather lei and other symbols of their reign. Traditional chant and hula kahiko will highlight the event.

Aloha Festivals Opening Ceremony, 4:30 p.m., Royal Hawaiian Center, Royal Grove – Traditional chant and hula mark the official beginning of the Aloha Festivals events. The Aloha Festivals Royal Court will be introduced on the grounds of Royal Hawaiian Center’s Royal Grove.

Saturday, September 19

57th Annual Aloha Festivals Waik!k! Ho‘olaule‘a, 7:00 p.m. – The Annual Waikiki Ho‘olaule‘a is Hawai‘i’s largest block party. Thousands of people will take to the streets along Kalākaua Avenue for food, fun and entertainment. There will be hula h!lau (hula schools) performances, Hawaiian musicians, Hawaiian crafts and flower lei.

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Saturday, September 26

63rd Annual Aloha Festivals Floral Parade, 9:00 a.m. – A colorful equestrian procession of female and male pa‘u riders, extravagant floats with cascades of Hawaiian flowers, hula hālau and marching bands will brighten Kalākāua Avenue from Ala Moana Park to Kapi‘olani Park. This “must see” event will pay homage to the art of hula.

Aloha Festivals Related Event

Saturday, September 12

6th Annual Aloha Festivals Keiki Ho‘olaule‘a, 10:00 a.m. – 3 p.m., Pearlridge Center Uptown & Downtown – Pearlridge will once again celebrate Aloha Festivals with a wide variety of activities, demonstrations, arts and crafts, and continuous stage performances by participating hālau and musical groups. Those wearing the Aloha Festivals Ribbon may participate in the activities and ride the monorail for FREE, as well as receive discounts from participating merchants throughout the day. Aloha Festivals ribbons and t-shirts will be available for purchase. The 2009 Aloha Festivals Royal Court will also make a special appearance. For more information, visit www.pearlridgeonline.com.

Tesoro Hawaii invites everyone to Waikīkī for “Sunset On The Beach,” August 29 & 30

Saturday - “Night At The Museum 2: Battle At The Smithsonian”

Sunday - “Indiana Jones And The Kingdom Of The Crystal Skull”

**Tesoro also honors Special Olympics Hawaii
& encourages everyone to support 8th Annual Cop-On-Top**



TESORO

program since 2007.”

TESORO HAWAII presents a special “Sunset on the Beach” on Saturday and Sunday, August 29 & 30, featuring blockbuster movies on both nights. “Night at the Museum 2: Battle at the Smithsonian” screens on Saturday, and “Indiana Jones and the Kingdom of the Crystal Skull” screens on Sunday.

“We really want to honor Tesoro at this event for being our presenting sponsor for three years,” said Mayor Mufi Hannemann. “Despite economic ups and downs, Tesoro has continually shown its willingness to be a good corporate citizen and neighbor by investing in our community, and ‘Sunset on the Beach’ is just one of the many ways they show their generous community spirit.” Hannemann added, “Public-private partnerships have been a hallmark of our administration, and we are pleased that Tesoro has carried this popular

Tesoro has chosen to put the spotlight on one of their favorite charities this weekend – SPECIAL OLYMPICS HAWAII, and asks you to support their 8th annual “Cop-On-Top” fundraiser, September 3-5. During the three-day event, officers from Hawaii’s law enforcement agencies will be perched on scaffolding or the rooftops of Safeway Stores throughout Oahu and the neighbor islands to encourage shoppers and others to support Special Olympics Hawaii.

Special Olympics Hawaii is dedicated to empowering children and adults with intellectual disabilities to become physically fit, productive and respected members of society through sports training and competition. Special Olympics Hawaii was established in 1968, and today serves nearly 2,000 children and adults by providing year-round training and competition.

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Sunset food booths will open at 4:00 p.m., and offer delicious entrees, snacks and treats from JAN'S HEAVENLY DONUTS, K RESTAURANT, LE CREPE CAFÉ and ROYAL HAWAIIAN HOT DOG.

Live entertainment will start at 5:30 p.m., and will feature LOCAL UPRISING on Saturday, and ROOTS RISING on Sunday. The movie will screen at 7:30 p.m., after the sun sets. On Sunday, August 30th, the group "Roots Rising" will headline the live entertainment.

Sunset is presented by TESORO HAWAII, and is also brought to you in part by the CITY & COUNTY OF HONOLULU, the HAWAII TOURISM AUTHORITY, and the WAIKIKI IMPROVEMENT ASSOCIATION which produces the event.

Here's a rundown of the activities for August 29 & 30: (all events are subject to change.)

SATURDAY, AUGUST 29

5:30-7:15 LOCAL UPRISING

RADIO PARTNER: COX RADIO HAWAII

MOVIE: NIGHT AT THE MUSEUM 2: BATTLE AT THE SMITHSONIAN (Twentieth Century-Fox, PG) Security guard Larry Daley infiltrates the Smithsonian Institute in order to rescue Jedediah and Octavius, who have been shipped to the museum by mistake. Starring Ben Stiller, Amy Adams, and Owen Wilson.



SUNDAY, AUGUST 30

5:30-7:15 ROOTS RISING

RADIO PARTNER: COX RADIO HAWAII

MOVIE: INDIANA JONES AND THE KINGDOM OF THE CRYSTAL SKULL (Paramount, PG 13 edited version) Directed by Steven Spielberg. Famed archaeologist/adventurer Dr. Henry "Indiana" Jones is called back into action when he becomes entangled in a Soviet plot to uncover the secret behind mysterious artifacts known as the Crystal Skulls. Starring Harrison Ford, Shia LaBeouf, and Cate Blanchett.



Marriott Resorts Hawaii launches social media campaign to celebrate 50 years of Statehood

Contests Using Twitter, Facebook and YouTube to Give Away Free Trips to Islands

Marriott Resorts Hawaii (www.marriotthawaii.com / @MarriottHawaii) is celebrating Hawaii's 50th anniversary of statehood with a "Tweet Yourself to Hawaii" online campaign. The sweepstakes will offer U.S. social media enthusiasts with two ways to win free trips to Hawaii aboard Hawaiian Airlines with stays at Marriott hotels in Hawaii:

- 25 all-expense paid trips for two to a designated Marriott resort on Kauai, Oahu, Maui, or Hawaii's Big Island by simply submitting a Twitter handle, Facebook connection or email address;
- A Hawaii "tweetup" (meet-up for Twitterers) for one winner and 11 of his/her friends or family members by submitting a video describing why he/she loves Hawaii.

The contest web site is www.marriotthawaiiitweets.com.

"Social media is an incredibly powerful communications tool," said Ed Hubennette, vice president for North Asia, Hawaii, and South Pacific, Marriott International. "We believe that people will care enough about these fabulous free trips to Hawaii to share the news with their friends through Twitter, Facebook, YouTube, message boards, websites and blogs, and that the campaign will take on a life of its own and reach tens of thousands of people."

The campaign is the result of a collaborative effort between Marriott, Hawai'i Visitors and Convention Bureau (HVCB), Hawaiian Airlines and Hertz.

"With social networks building at incredible speeds, this campaign has the potential to spread very quickly," said John Monahan, President and CEO of the Hawai'i Visitors and Convention Bureau (HVCB). The Bureau is participating in this campaign as well promoting it at its Los Angeles city blitz in September.

The contest is being launched nationally this week with a media blitz in New York City, where Maui Chef Beverly Gannon is appearing on national television shows and Hubennette will be hosting a private party for movers and shakers on Statehood Day at The Ritz-Carlton, Battery Park.

Publicity and advertising is being utilized online and in traditional media to engage people in the contest. In September, a "tweetup" is being organized in Los Angeles as part of the scheduled HVCB month-long area blitz. Locally, Marriott Resorts Hawaii will introduce the contest to the Hawaii social media community with a Waikiki "tweetup" the evening of Tuesday, August 18 at Waikiki Beach Marriott Resort & Spa.

"It's an exciting program and we're pleased to be part of it," said Glenn Taniguchi, senior vice president of sales and marketing for Hawaiian Airlines. "The free trips are a fun incentive that will bring new visitors to our website and increase brand awareness."

People can enter both contests by visiting www.marriotthawaiiitweets.com. The unique challenge that was presented to Marriott from a technical aspect was having a seamless interaction between a general sweepstakes and the authentic feel of a social media platform. "We wanted users to enjoy a smooth interface along with all the accessibility that social media grants, along with an enjoyable campaign that everyone would benefit from being a part of," said Hubennette.

For the 25 trips for two to Hawaii, sharing and entering the contest is simple – just visit www.marriotthawaiiitweets.com and enter an email address, Twitter handle or Facebook connection. Announcements of all winners will be made over Twitter from @MarriottHawaii and on Marriott Resorts Hawai'i's



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Facebook page. Contest rules, terms and conditions are posted on www.marriotthawaiiitweets.com.

25 winners will be randomly selected for a trip for two over an eight-week period. The first winner will be drawn on Friday, August 28, 2009 at 9:00 a.m. HST. Subsequent drawings will be made every Monday, Tuesday and Wednesday, ending on October 21, 2009.

The winners will receive roundtrips for two from any Hawaiian Airlines U.S. West Coast gateway city and a five-night stay at a designated Marriott resort in Hawaii, along with a Hertz rental car, dining credit and access to island activities and attractions. During their trips, the winners will be encouraged to “tweet” and blog about their Hawaiian vacation.

In addition to giving away 25 trips for two, Marriott Resorts Hawaii is awarding an even bigger prize of a tweetup for 12 people in Hawai'i. This contest requires people to submit a video that best showcase why they love Hawai'i. “We are asking people to tell us ‘Why You Love Hawai'i,’” said Hubennette. “In your submission, tell us why you deserve this amazing trip and why the public should vote for your video to win.”

Entrants can submit their YouTube video link to www.marriotthawaiiitweets.com by December 20, 2009. Upon review, Marriott Resorts Hawaii will post them on the contest web site for viewing. In January 2010, a select number of the best fan videos will be posted for public judging, with the highest vote-getter winning the free Hawaiian tweetup for them and 11 friends/family members. The group will enjoy seven nights at up to two participating Marriott resorts in Hawai'i of their choice with roundtrip airfare courtesy of Hawaiian Airlines.

In anticipation of a high level of interest and participation, Marriott Resorts Hawaii has designated two full-time associates to execute and manage the social media duties. Marriott plans to monitor and track the campaign through a customized third party social influence analytics tool.

*The contests are not approved, sponsored or endorsed by Twitter, Inc., Facebook or YouTube.

For reservations, please visit marriott.com, or toll free within the U.S. and Canada at 1-800-228-9290, or your nearest Marriott Worldwide reservations office in your country.



Na Mele No Na Pua Concert features Kumu Hula O'Brian Eselu and Halau Ke Kai `O Kahiki

WHAT: NA MELE NO NA PUA KAMA'AINA CONCERT SERIES, this month's featured performer is kumu hula O'Brian Eselu, a frequent winner at the Merry Monarch Festival and Na Hōkū Hanohano award winner, together with his Halau Ke Kai `O Kahiki.

WHERE: Embassy Suites-Waikiki Beach Walk Grand Lanai, located on the 4th floor (Elevator access is located on Lewers Street ground level)

WHEN: Sunday, August 30, 2009 from 4 p.m. to 5:30 p.m.

PARKING: Valet parking for up to four hours is available for \$6.00 at the Embassy Suites-Waikiki Beach Walk (201 Beachwalk) and the Wyndham Vacation Ownership-Waikiki Beach Walk (227 Lewers Street), with any same-day purchase from any Waikiki Beach Walk merchant.



Men of Halau Ke Kai `O Kahiki



We proudly celebrate the The New Otani Kaimana Beach Hotel's 45th anniversary of hospitality in the Islands.

In honor of our celebration, the hotel is offering special room rates, along with \$45 signature dinner menus served exclusively at the Hau Tree Lanai and Miyako Restaurant, for a limited time only.

Please call 923-1555 or visit www.kaimana.com for more information.

Hawaiian Diacritical Marks

Waikīkī Improvement Association recognizes the use of diacritical marks (i.e., glottal stop (ʻ), macron (ā) in place names of Hawaiʻi, such as Waikīkī and Kalākaua Avenue and will include them whenever possible. We also respect the individual use (or not) of these markings for names of organizations and businesses.

There will also be times when we may not have a chance to add or change the markings in all of the articles submitted and when that happens, e kālā mai.

Waikīkī Wiki Wiki Wire Newsletter Deadline

Waikīkī-related news and information submitted for the weekly Waikīkī Wiki Wiki Wire should be received no later than **2 pm Wednesday** for newsletters published and distributed the same evening.

Information received after the deadline will be considered for inclusion in the following issue.

Photos which accompany stories are always welcome and, for best results, should be attached to the email as a **separate jpeg - maximum 1—2 MB** please.

Your kokua is appreciated. *Mahalo.*

Sunday Showcase

Hosted by Jeff Apaka, Sunday evenings bring together locals and visitors on the lawn at Waikiki Beach Walk to relax and enjoy the sounds and songs of talented island artists.



Sunday Showcase concerts are held weekly from 5:00-6:00 pm on the Plaza Stage at Waikiki Beach Walk.

August 30 - Pilioha (Hawaiian): Pilioha is a Hawaiian music trio from the island of Oahu. The name Pilioha literally means "a family relationship." It is not only a fitting description of the trio, but a reminder to them of how important their relationship is with one another, as well as with their families. This understanding and support of one another, their families, and friends is reflected in the balance and harmony of their music. The genre of Hawaiian music that the band perpetuates is hard to do because of the wide range of their repertoire. Some have labeled their music to be much like the music of the Hui Ohana, one of Hawaiʻi's all time popular groups. In 2006, Pilioha captured first place honors at the prestigious Ka Himeni Ana Unamplified Hawaiian Music Contest. In the Spring of 2007 the trio released their debut album self-entitled "Pilioha" that earned them two nominations at the 2008 Na Hōkū Hanohano Awards for Most Promising Artist and Group of the Year.

Valet parking for up to four hours is available for \$6.00 at the Embassy Suites-Waikiki Beach Walk (201 Beachwalk) and the Wyndham Vacation Ownership-Waikiki Beach Walk (227 Lewers Street), with any same-day purchase from any Waikiki Beach Walk merchant.



Waikīkī parade watch (courtesy of the City)

August 30, 2009 Sunday

6:30AM Starts
10:30AM Ends

NA WAHINE SPRINT TRIATHLON sponsored by USA Triathlon/Try Fitness. The event is expected to have 300 triathletes. **SWIM:** Queen's Beach, Kapi'olani Park, **BIKE:** Start on Kalākaua Ave., near Queen Kapi'olani Park Bandstand, to Kalākaua Ave., to Diamond Hd. Rd., to 18th Ave., to Kilauea Ave., to Makaiwa St., to Moho St., to Kealaolu Ave., to Kahala Ave., to Paikau St., to Diamond Hd. Rd., to 18th Ave., to Kilauea Ave., to Makaiwa St., to Moho St., to Kealaolu Ave., to Kahala Ave., to Diamond Hd. Rd., to Kalākaua Ave., to end at Bandstand transition area, **RUN:** Transition area, to Monsarrat Ave., to Paki Ave., to Kalākaua Ave., 2 loops, to end mauka of bandstand inside Queen Kapiolani Park. Contact: KC Carlberg 531-8573. For more info, visit their website: http://www.tryfitnesshawaii.com/na_wahine.htm
Email: tryfitness@hawaii.rr.com

The above is based on the most current information available from the event organizers as of the date of this publication. For more information, call the Department of Transportation Services, 808-527-6009.

Waikīkī Hula Show at the Kūhiō Beach Hula Mound

Authentic Hawaiian music and hula shows by Hawai'i's finest hula *halau hula* (dance troupes) and Hawaiian performers. Opens with traditional blowing of conch shell.

Tues-Thurs-Fri-Sat, weather-permitting from 6:30-7:30 p.m. at the Kūhiō Beach Hula Mound, near Duke Kahanamoku statue, beachside at Uluniu & Kalākaua Ave. in Waikīkī.

FREE and open to the public. Outdoors, casual, seating on the grass; beach chairs, mats, etc. okay. Cameras welcome. Presented by the City & County of Honolulu, the Hawai'i Tourism Authority and Waikīkī Improvement Association.

For information, call Marnie Weeks, Producer, Kūhiō Beach Hula Shows, 843-8002.

Week-nights

Every Tuesday – Ainsley Halemanu and Hula Hālau Ka Liko O Ka Palai

Every Thursday – Joan "Aunty Pudgie" Young and Puamelia

Weekends

Saturday, August 29 – Twyla Mendez and Hālau Na Pua 'Ale

Sunday, August 30 – Kapi'olani Ha'o and Hālau Ke Kia'i A O Hula



Waikīkī Improvement Association

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Honolulu, HI 96815

Phone: 808-923-1094
Fax: 808-923-2622

If you would like to share news with other members of WIA, please send your info to mail@waikikiimprovement.com or fax to 923-2622.

Check out our website at:

www.waikikiimprovement.com



RIBBON ORDER FORM & AGREEMENT FOR INDIVIDUALS

2009 Aloha Week Ribbons \$5.00/each

The cost is \$5.00 per ribbon up front regardless of the quantity ordered. HHLA will NOT refund for any ribbons.

Company/Organization _____

Contact Person _____

Title _____

Mailing Address _____

City _____

State _____

Zip Code _____

Phone _____

Ext. _____

Contact Person Email Address _____

Signature _____

Date _____

PAYMENT

of Ribbons Ordered: _____ x \$5.00 = \$ _____

Shipping & Handling: **\$2.00**

Amount Due: \$ _____

Payment Method: Check# _____ Made payable to **ALOHA FESTIVALS**

Credit Card Type: _____

Name of Cardholder _____

Credit Card Number _____

Exp. Date _____

Billing Address _____

City _____

Zip code _____

Signature _____

Date _____

Return completed form & payment to:
The Hawaii Hotel & Lodging Association, 2270 Kalakaua Ave., Suite 1506, Honolulu, HI 96815
Questions? Contact HHLA @ (808) 923-0407 or email: tyamaki@hawaiihotels.org
Mahalo.