



NEWS RELEASE

FOR IMMEDIATE RELEASE

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41st Annual Pan-Pacific Festival Returns in 2024

Honolulu, HI – The Pan-Pacific Festival Foundation and the Matsuri in Hawaii Committee announce the return of the Pan-Pacific Festival in 2024 after a 5-year hiatus scheduled to be held on June 7-9, 2024, in Waikīkī.

The festival is an annual celebration of cultural traditions of Hawai‘i and the Pacific Rim spanning across four incredible decades, the festival is an embodiment of the diverse cultures that make our island home Hawai‘i.

Volunteers are welcome! Stay tuned for updates on next year’s event on our digital platforms.

About the Pan-Pacific Festival

Formerly the Matsuri in Hawaii, this three-day event first took place in 1980 as a way to share the traditional Japanese culture with the residents of and visitors to Hawaii. Taking place in Waikīkī, participants were able to experience Japanese music, crafts, food, and performances as a way to interact with and build a strong international community.

As the scope of the event grew and its capacity widened to include other cultures found in Hawai‘i, the Matsuri in Hawaii came to be known as the Pan-Pacific Festival. Today, the Pan-Pacific Festival serves as a symbol of Hawaii’s strong international community and attracts hundreds of participants each year.

Now a 501(c)(3) nonprofit organization, the Pan-Pacific Festival Foundation will continue to carry on the 40+ years of the festival’s history to encourage inter-cultural friendship and understanding in Hawaii and to foster a strong global community. The Foundation looks forward to welcoming back the community, guests, and participants in 2024. Your support and continued assistance are greatly appreciated.

For more information about the Pan-Pacific Festival, visit <https://www.panpacificfestival.org/>

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