



NEWS RELEASE

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Pan-Pacific Festival Returns After 5-Year Hiatus *The 41st Annual Event will Take Place from June 7 to 9*

Honolulu, HI—The Pan-Pacific Festival Foundation and the Matsuri in Hawai‘i Committee are eager to announce the return of the **Pan-Pacific Festival** in 2024. After a five-year hiatus, the weekend of events celebrating Hawai‘i’s diversity is scheduled for June 7-9, 2024, at various locations from Ala Moana to Waikīkī. The event is supported by the Hawai‘i Tourism Authority through the Signature Events Program.

The festival brings in performers from Japan, ranging from hula halau to musicians and artists, as well as a diverse group of local groups and artists, to showcase and share music, traditions, and foods and to celebrate diverse cultures.

“We are thrilled to be back after a five-year hiatus to kick off summer with Hawai‘i’s first matsuri,” said Yusuke Komoriya, President of the Pan-Pacific Festival Foundation. “The festival has evolved over the years and is meant to symbolize bringing cultures from around the Pan-Pacific together to celebrate our global community with performances from both local and Japanese artists ranging from taiko to hula.”

The festivities kick off on Friday, June 7 with performances at Ala Moana Centerstage, hula performances at the Kūhiō Beach hula mound, and the Pan-Pacific Ho‘olaule‘a and Bon Dance. Performances continue Saturday and Sunday, with the finale event, the Pan-Pacific Parade, on Sunday evening.

The **Pan-Pacific Ho‘olaule‘a** will have stages with both local and international groups performing from one end of Kalākaua Ave. to the other concluding at the Bon Dance Tower near Kaiulani Ave. The Nā Hōkū Stage will showcase Hawai‘i’s local artists and nominees for the coveted Nā Hōkū awards. At the Moana Surfrider Stage, attendees can get moving at Dance Fest in Hawaii where Show-hey of RADIO FISH will make an appearance.

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Foodies can also partake in the multi-cultural mix of food like popular Japanese festival food like Takoyaki, Wagyu skewers and Hokkaido ice cream, or local favorites like lumpia, corn on the cob, and ahi bowls, just to name a few.

The **Pan-Pacific Parade** will be the finale of the weekend of events on Sunday, June 9 starting from 5 p.m. along Kalākaua Ave. Lively performances will fill the thoroughfare of Waikīkī to celebrate the unique bond across the Pan-Pacific.

Volunteers are still needed to help with various events throughout the weekend. Email volunteer@panpacificfestival.org to inquire. The full schedule of events will be updated on the website at www.panpacificfestival.org

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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