



NEWS FOR IMMEDIATE RELEASE

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21st ANNUAL ARIZONA ALOHA FESTIVAL

Saturday and Sunday, March 7 & 8, 2015 – 10 am to 5 pm
Opening Ceremonies: 9:30 a.m. Saturday on Mountain Stage

Free family event features Hawaiian and Polynesian entertainment, food, vendors, & cultural demonstrations

- WHAT:** Two-day celebration of Hawaiian and Polynesian culture with entertainment, vendors of “island lifestyle” products, food vendors offering a variety of island culinary delights, cultural displays and demonstrations, and plenty of that infamous Hawaiian Aloha Spirit.
- the entertainment schedule features talent and performing groups from Arizona, Las Vegas, California, and Hawaii.
 - adult and youth performers represent the individual cultures in their traditional and contemporary dances such as the graceful “hula” and romantic sounds of steel guitars from Hawaii; the exciting men’s “slap dance” from Samoa; strength and precision routines from the Tongan dancers and the drum-pounding, hip shaking “otea” of Tahiti,.
- WHEN:** Saturday, March 7 and Sunday, March 8 from 10 am to 5 pm daily. FREE admission.
- WHERE:** Tempe Beach Park at Tempe Town Lake, Mill Avenue and Rio Salado Parkway in downtown Tempe, just off the 202. FREE admission.
- WHO:** Join more than 90,000 transplanted South Pacific Islanders and those who simply love the Aloha Spirit and exploring cultures.
- over 40 performing groups will provide continuous entertainment
 - over 85 merchandise vendors will offer unique island crafts and products
 - 35 food vendors will be cooking up beloved island food treats;
 - numerous artisans, artists and storytellers will share aspects of the various cultures
 - learn a hula or how to play a ukulele, find out about paddling an outrigger canoe, or join the keiki (children) in making a paper flower lei or playing chongka.
- WHY:** The annual Arizona Aloha Festival provides a forum for the presentation, education, and preservation of the culture of Polynesia, the primary mission of its sponsoring organization, the Arizona Aloha Festivals, Inc., a non-profit, tax-exempt, 501 (C) 3 all-volunteer charitable organization.
- DETAILS:** Fun for the whole family including:
- dancers and musicians performing on three stages
 - island cuisine favorites such as “plate lunches”, laulau, poi, kalua pork, manapua (steamed pork buns), Hawaiian-style teriyaki, island wings, fresh tropical fruits, and the infamous Shave Ice, a melt-in-your-mouth, sweet and icy confection
 - Keiki (childrens’) Activity area with hands-on crafts to make and take
 - the Island Marketplace vendors offer fresh flower leis, authentic carved bone necklaces, Polynesian print fabrics, T-shirts, island wood products, popular Hawaiian music, fine artwork and jewelry, and more!

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HIGHLIGHTS: Opening Ceremonies at 9:30 a.m. on Saturday, March 7 will end with a call to the islands to assemble and open the event. (Mountain Stage, near the Tempe Beach Park entrance.)

Performances include local, state, and nationally recognized artists.

Hale Mana'o (House of Knowledge) features presentations and participatory programs ranging from 'Learn a Simple Hula' to String a Flower Lei to topics on music, mythology and history.

WEBSITE: For more information visit www.azalohafest.org or Facebook.