



FOR IMMEDIATE RELEASE

29th Annual Honolulu Festival to Showcase Pacific Rim Culture, March 7-9 Nagaoka Fireworks Show, Waikiki Grand Parade, and Cultural Performances Highlight Hawaii's Premier Celebration of Pacific Rim Culture, Music and Arts

HONOLULU – February 4, 2025 – A weekend of entertaining cultural performances at three convenient locations, the magnificent Grand Parade in Waikiki, and the spectacular Nagaoka Fireworks Show over Waikiki Beach highlight the 29th Annual Honolulu Festival, March 7-9.

Presented by the nonprofit Honolulu Festival Foundation under the banner of **Pacific Harmony**, the theme for this year's festival is ***Bridging Cultures, Together for a Peaceful Tomorrow***.

Honolulu Festival Foundation President Ted Kubo said, "The Honolulu Festival is a treasured celebration of cultural exchange that reflects a shared commitment to be responsible global citizens and work together to strengthen the values and quality of life for future generations."

Friday, March 7: The Honolulu Festival begins with two private events at the Hawai'i Convention Center focused on educational and cultural enrichment. In the morning, the Educational School Tours will provide a free, interactive cultural experience to hundreds of Hawaii school students. That evening, the Friendship Gala fundraiser will feature cultural entertainment and delicious foods with the proceeds supporting the Honolulu Festival Foundation's educational and cultural exchange programs.

Saturday, March 8, and Sunday, March 9: The Honolulu Festival opens to the public with cultural performances by groups from Japan, the Pacific Rim, and Hawaii at three locations, the Hawai'i Convention Center, Ala Moana Center and Waikiki Beach Walk. The Hawai'i Convention Center will also host a craft fair and special exhibits, including the Ennichi Corner with cultural activities and games for children, Hawaii's first Bon Dance of the year, and the popular Sake and Food Fest offering samplings of sake, shochu, and awamori to adults age 21 and older. In addition, the Japanese Film Festival will provide free showings of films throughout both days on the third floor of the Center. The weekend of cultural festivities culminates in Waikiki on March 9, with the Grand Parade along Kalakaua Avenue starting at 4:30 p.m., followed by the Nagaoka Fireworks Show at 8:30 p.m.

Admission Fee Required to Enter Hawai'i Convention Center Exhibition Hall

For the first time, the Honolulu Festival Foundation will charge a nominal admission fee for adults to enter the exhibition hall on the ground floor of the Hawai'i Convention Center, where the majority of cultural and music performances, arts, activities, exhibits, and the craft fair takes place.

Kubo noted, "Our Foundation's goal is for the Honolulu Festival to be a sustainable celebration and continue presenting popular events every year that the public enjoys so much, like the Grand Parade and Nagaoka Fireworks Show. This admission fee for adults will help make that possible."

Attendees can pay the fee in advance at <https://honolulufestival.book.ntmg.com/> and save money and time, starting the week of February 10, or pay upon arrival at the Hawai'i Convention Center.

Online Pre-Sale:

One Day: **Adults: \$8 Seniors (65+): \$6 18 and under: FREE**

Two Days: **Adults: \$12 Seniors (65+): \$9 18 and under: FREE**

At the Door: **Adults: \$10 Seniors (65+): \$8 18 and under: FREE (PER DAY)**

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Once inside the Hawai'i Convention Center's exhibition hall, attendees will be able to enjoy all of the Festival's entertainment performances, activities and exhibits for free, including the Ennichi Corner, Bon Dance, and Sake and Food Fest. Additional payment will only be required for goods and items being sold for purchase, such as the craft fair and food and drinks.

Honolulu Festival Foundation

The Honolulu Festival is made possible by the nonprofit Honolulu Festival Foundation with the support of the State of Hawai'i, the City and County of Honolulu, generous corporate sponsors, and dedicated volunteers. The Honolulu Festival Foundation supports educational and cultural programs for the benefit of Hawaii's schools and the community through public outreach and charitable efforts.

For more information about the Honolulu Festival, please visit HonoluluFestival.com. Follow updates about the Honolulu Festival on Instagram ([@HonFestival](https://www.instagram.com/HonFestival)) and Facebook ([@Honolulu Festival](https://www.facebook.com/HonoluluFestival)).

The Honolulu Festival image gallery is available [here](#). Please credit photos to the Honolulu Festival Foundation.

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