



NEWS RELEASE

FOR IMMEDIATE RELEASE

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CATCH A BIT OF MERRIE MONARCH EXCITEMENT IN WAIKĪKĪ

Royal Hawaiian Center features Merrie Monarch on its eight big plasma screens

Waikīkī – Don't have tickets to the Merrie Monarch Festival from April 16-18? Catch the excitement on Royal Hawaiian Center's eight plasma screens in the Pā'ina Lānai Food Court. On April 16, 17 and 18 from 6:30 p.m., enjoy the festival while sipping on drinks at The Grove Bar, or enjoying a meal from any of the food court restaurants.

The Merrie Monarch Festival's hula competition begins Thursday, April 16 with the Miss Aloha Hula solo division. On Friday April 17, enjoy traditional hula kahiko (ancient dance) where dancers perform to chanting and drumming. On Saturday April 18 enjoy hula 'auana or modern hula with fantastic musical accompaniment, followed by the awards presentations.

"Merrie Monarch" is a moniker associated with King Kalākaua, seventh ruler of the Hawaiian Kingdom, who was a huge supporter of traditional Hawaiian arts and cultural practices. The decades-old festival is held in Hilo, Hawai'i, and opens each year on Easter Sunday. Craft fairs, performances, the hula competition and a colorful parade are among highlights. KITV's live, three-day broadcast begins as 6:30 pm.

Royal Hawaiian Center's cultural director Manu Boyd will join the KITV broadcast crew as color commentator, offering insight to the solo and group performances. "Airing the Merrie Monarch hula competition at Royal Hawaiian Center's Pā'ina Lānai (party veranda) Food Court is a great opportunity to showcase the best in Hawaiian culture," said Boyd. "Several hālau who will enter this year's competition in Hilo have performed at Royal Hawaiian Center. We invite kama'āina and malihini to enjoy great food and drink while taking in the 'Olympics' of hula."

Royal Hawaiian Center is owned by Kamehameha Schools and managed by The Festival Companies. The Center is committed to promoting the integrity of Hawaiian culture through performing and visual arts.

Visitors who are interested in hula can also go down to the Grove to enjoy the free weekly hula lessons. For a full schedule of classes, visit www.RoyalHawaiianCenter.com.

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FREE VALIDATED PARKING – 4 HOURS

Royal Hawaiian Center has the largest garage in the heart of Waikīkī with 10 levels of parking and more than 600 stalls located adjacent to the Sheraton Waikīkī Hotel. The Center's free parking promotion, valid through June 30, 2009, offers 4 hours of free parking with any restaurant or food court validation. LEVEL4 validations apply for \$5 parking after 10 p.m. Dining and entertainment validations can be combined with retail validations of \$2 for 2 hours. No minimum purchase is required for validation.

Royal Hawaiian Center is the premier shopping and entertainment destination in Waikīkī, with more than 310,000 square feet of retail space along a three-block stretch of Waikīkī's famed Kalākaua Avenue. A dynamic mix of 110 world-class retailers, restaurants and entertainment options can be found at the four-level Center on more than six acres of prime Waikīkī real estate owned by Kamehameha Schools. To learn more about the Center visit www.RoyalHawaiianCenter.com.

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