



FOR IMMEDIATE RELEASE

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Broll & images:

Okinawan Festival Trailer (30 sec): <https://iq360.egnyte.com/dl/rQaAfyHpDZ>

Video of members “kachashi” dancing: <https://iq360.egnyte.com/dl/7v3xR9Zid6>

Photos: <https://iq360.egnyte.com/fl/wn5KRbJfyw>

2021 Virtual Okinawan Festival Celebrates Okinawan Culture in Hawaii and Beyond
Hawaii United Okinawa Association continues theme of “Sharing Uchinanchu Aloha”

HONOLULU – August 30, 2021 – The Hawaii United Okinawa Association (HUOA) is proud to present the 2021 Okinawan Festival on September 4 - 5, 2021. This is the 39th year celebrating the Okinawan Festival and second year presenting in a virtual format. Both days will feature an online program filled with Okinawan culture, dance, drumming, food demos and performances from entertainers from Hawaii, Okinawa, Argentina and beyond. The program can be viewed on both days from 2pm to 5pm on www.OkinawanFestival.com or the HUOA’s YouTube and Facebook pages. There will also be a virtual bon dance on Saturday night at 8pm.

Food is always an important part of any festival and this year we are celebrating Okinawan owned restaurants and food businesses with Okinawan FEASTival! The 2nd annual Okinawan FEASTival will be from September 1 – 14, 2021 and is a time to discover new eateries, visit old favorites, and find new Okinawan dishes to love. A list of participating restaurants and FEASTival specials can be found on our festival website or on www.hawaiiokinawans.com.

The [HUOA’s online marketplace](#) will also feature Okinawan Festival t-shirts, bon dance towels and other merchandise to help you celebrate Okinawan culture. Special limited-edition items created in collaboration with in4mation will also be on sale starting on Friday, September 3 at 8am.

The Okinawan Festival is also partnering with KHON for “Okinawa Week” from Aug 29 through September 8 and will feature special Okinawan-culture filled episodes of Mixed Plate Chibariyo,



Sam Choy's in the Kitchen, Modern Wahine, and Living 808. The week will culminate with a one-hour special called "Sharing Uchinanchu Aloha" and will feature highlights from the Okinawan Festival's online program.

"The Okinawan Festival is one of the community's most beloved annual events and we are excited to continue to find ways to share our stories virtually with the world," said Patrick Miyashiro, president of the Hawaii United Okinawa Association. "I'm proud that we are still finding ways to stay connected even though we cannot gather in person."

"While the COVID-19 pandemic continues to be a challenge, everyone can still participate in the festival by shopping, eating and watching from the safety of their home," said David Jones, chair of the Okinawan Festival. "We hope everyone will shop on our online marketplace, order food from our list of participating Okinawan FEASTival restaurants, and join us live for the show on Saturday and Sunday."

The Okinawan Festival is sponsored by Central Pacific Bank Foundation, Rainbow Drive-In, Sun Noodle, Zippy's, Island Insurance, Data House, Don Quijote, Marukai, Times Supermarket, JTB Hawaii and Noguchi & Associates.

For the most up-to-date information Okinawan Festival program, Okinawan FEASTival, and event calendar, please visit our festival website at www.OkinawanFestival.com.

2021 Okinawan Festival Schedule of Events:

Please check www.OkinawanFestival.com for most up-to-date schedule. Dates and times subject to change.

Sunday, 8/29/21

- 6:30 PM – Sam Choy's in the Kitchen Uchinanchu Episode on KHON
- 7:00 PM – Modern Wahine Hawaii featuring HUOA – on KHII
- 10:30 PM - Sam Choy's in the Kitchen Uchinanchu Episode (rebroadcast) on KHII
- 11:05 PM - Modern Wahine Hawaii featuring HUOA – on KHON (rebroadcast)

Monday, 8/30/21 – Friday, 9/3/21

- 9:00 AM daily – Living808 – Okinawa Week - various HUOA leaders and friends featured each day – on KHON (rebroadcast on same day at 8pm on KHII)

Wednesday, 9/1/21 – 9/14/21



- **Okinawan FEASTival begins** – support Okinawan-owned restaurants & food businesses! Go to www.hawaiiokinawans.com for lists of FEASTival specials and list of participating restaurants and food businesses.

Friday, 9/3/21

- **HUOA Online Marketplace opens at 8am HST** – shophuoa.com

Saturday, 9/4/21

- **2:00 PM – 5:00 PM – Virtual Okinawan Festival 2021 (Main event day 1 of 2) – Live Streamed on YouTube and HUOA – Go to www.OkinawanFestival.com**
- 6:30 PM - Mixed Plate Chibariyo – Uchinanchu Special on KHON (rebroadcast)
- **7:00 PM – Okinawan Festival Special “Sharing Uchinanchu Aloha” on KHON**
- 8:00 PM – Virtual Okinawan Festival Bon Dance – Live Streamed on YouTube and HUOA – Go to www.OkinawanFestival.com
- 9:30 PM - Modern Wahine Hawaii featuring HUOA – on KHON (rebroadcast)

Sunday, 9/5/21

- **2:00 PM – 5:00 PM – Virtual Okinawan Festival 2021 (Main event day 2 of 2) – Live Streamed on YouTube and HUOA – Go to www.OkinawanFestival.com**
- 7:30 PM - Mixed Plate Chibariyo – Uchinanchu Special on KHII (rebroadcast)
- 8:00 PM – Okinawan Festival Special “Sharing Uchinanchu Aloha” on KHON (rebroadcast)

Monday, 9/6/21

- 8:00 PM – Okinawan Festival Special “Sharing Uchinanchu Aloha” on KHII (rebroadcast)

Wednesday, 9/8/21

- 6:00 PM – Okinawan Festival Special “Sharing Uchinanchu Aloha” on KHII (rebroadcast)

Note: Due to the COVID-19 pandemic, festival organizers made the difficult decision to cancel the Mini Okinawan Festival and the andagi/andadog sale planned for Labor Day weekend. We appreciate everyone’s understanding as we continue to adjust our plans in response to the pandemic.

ABOUT THE OKINAWAN FESTIVAL

The Okinawan Festival is the signature event of the Hawaii United Okinawa Association (HUOA) and is known as the largest ethnic festival in Hawaii. It is organized and operated by volunteers from the HUOA’s 50-member clubs and their extended ‘ohana. Proceeds from the Okinawan Festival fund the HUOA’s cultural programs. In 2020 and 2021, due to the COVID-19 pandemic,



the HUOA has celebrated the Okinawan Festival virtually to reach audiences around the world. Learn more at www.okinawanfestival.com.

ABOUT THE HAWAII UNITED OKINAWA ASSOCIATION

The Hawaii United Okinawa Association (HUOA) is a 501(c)(3) non-profit organization whose mission is to promote, perpetuate and preserve the Okinawan culture in Hawaii. The organization consists of 50-member clubs, whose combined memberships is approximately 40,000 members. The Hawaii Okinawa Center is home to the HUOA and provides a community center for the association's many workshops, meetings and gatherings. Besides the Okinawan Festival, HUOA hosts many programs such as the Hawaii-Okinawa High School Student Exchange Program, the Children's Cultural Day Camp, the Senior Health and Wellness Fair, the HUOA Community Outreach Picnic and much more. For more information about the Okinawan Festival or Hawaii United Okinawan Association (HUOA), contact us at (808) 676-5400 or visit www.huoa.org.

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