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HTA ANNOUNCES SELECTION OF COMMUNITY AND CULTURAL PROGRAMS AND EVENTS

HONOLULU—The Hawaii Tourism Authority (HTA), the state's tourism agency, in partnership with the City and County of Honolulu, and the Counties of Hawaii, Maui and Kauai, have selected 98 events and programs statewide to receive funding under its County Product Enrichment Program (CPEP) for 2013.

"The events selected for this year's CPEP are a reflection of the many things that make the Hawaiian Islands a one-of-a-kind destination," said Mike McCartney, president and CEO of the HTA. "Our partnership with the four counties has allowed us to showcase year-round experiences unique to each of the Hawaiian Islands that highlight our people, place and culture for both residents and visitors to enjoy."

In line with the HTA's Strategic Plan to support Hawaii's community programs and events, CPEP aims to provide visitors with unique experiences throughout the Hawaiian Islands. The HTA, together with the four counties and their visitors' bureaus, is working with the recipients to align with the branding of their respective island, set forth by the HTA.

CPEP was created in 2002 as a partnership between the HTA and the counties to strengthen and diversify Hawaii's tourism product and provide a quality visitor experience. Through the program, the four counties receive HTA funding and other resources for tourism product enrichment activities to support projects in the niche areas of agritourism, cultural tourism, ecotourism, edutourism, health and wellness tourism, sports, and technotourism in their respective counties.

The Hawaii Tourism Authority is a state agency established by law in 1998 to ensure a successful visitor industry and tourism economy in the state of Hawaii. As the state's tourism authority, its mission is to strategically manage tourism to optimize benefits for Hawaii, integrating the interests of visitors, the community and visitor industry. Through the implementation of the statewide Hawaii Tourism Strategic Plan and HTA's own strategic plan, the authority works to direct Hawaii tourism in a sustainable manner consistent with our economic goals, cultural values, preservation of natural resources, community desires and visitor industry needs. For more information on the HTA, please visit www.hawaiitourismauthority.org, find us on [Facebook](#) or follow us on [Twitter](#).

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O'AHU

Project Title	Organization	Date	Website
11th Annual Hapa Haole Hula and Music Festival	Pai Foundation	Jan.-Sept.	www.paifoundation.org
Chinese New Year Festival	United Chinese Community Coalition, Inc.	Jan.-Feb.	www.chinatownhi.com
Multicultural Matsuri	Japanese Cultural Center of Hawai'i	Jan. 13 and May 5	www.jcch.com
64th Narcissus Festival	Chinese Chamber of Commerce of Hawai'i	Jan. 27-Feb. 2	www.chinesechamber.com
2013 Hawai'i Night in Chinatown Festival and Parade	DB Productions, Inc.	Feb. 2	www.dragonboathawaii.net
32nd Annual Hawaiian Scottish Festival & Highland Games	Hawaiian Scottish Association	April 6-7	www.scotshawaii.org
11th Annual Waikīkī Spam Jam	SJ Foundation	April 27	www.spamjamhawaii.com
Lei Day Celebration	City and County of Honolulu DPR	May 1	www1.honolulu.gov/parks/programs/leiday/index.htm
We Are Samoa Festival	Polynesian Cultural Center	May 8-11	www.polynesia.com
21st Annual Filipino Fiesta and Parade	The Filipino Community Center, Inc.	May 11	www.filcom.org
Hawai'i Book and Music Festival	Hawai'i Book and Music Festival	May 18-19	www.hawaiibookandmusicfestival.org
Honolulu Rainbow Film Festival	Honolulu Gay and Lesbian Cultural Foundation	June 4-9	www.hglcf.org
Korean Festival Hawai'i	Hawai'i Korean Chamber of Commerce	July 12-13	www.hkccweb.org
Hawai'i State Farm Fair	Hawai'i Farm Bureau Federation	July 13-14	www.hfbf.org
43rd Annual 'Ukulele Festival	'Ukulele Festival Hawai'i	Jul. 21	www.ukulelefestivalhawaii.org

2013 Hawai'i Dragon Boat Festival Competition	DB Productions, Inc.	July 26-28	www.dragonboathawaii.net
6th Annual Gabby Pahinui Waimānalo Kanikapila	Nā'ālehu Theatre	Aug. 10	www.gabbypahinui.com
6th Annual Biggest Little Airshow	Pacific Aviation Museum Pearl Harbor	Aug. 10-11	www.pacificaviationmuseum.org
31st Annual Hawaiian Slack Key Guitar Festival	Kī-hō'alu Foundation	Aug. 18	www.slackkeyfestival.com
Duke's Ocean Fest	ODKF Support Inc.	Aug. 18-26	www.dukesoceanfest.com
31st Okinawan Festival	Hawai'i United Okinawa Association	Aug. 31-Sept. 1	www.okinawanfestival.com
4th Annual Rice Fest	Hawai'i Pacific Events	Sept.	www.hawaiipacificentertainment.com
Windward Ho'olaule'a	Kāne'ohe Business Group	Sept. 28	www.kaneohebusinessgroup.com
Hawai'i Fishing and Seafood Festival	Pacific Islands Fisheries Group	Oct. 13	www.hawaiifishingfestival.com
Georgia O'Keeffe and Ansel Adams: The Hawai'i Pictures	Honolulu Academy of Arts	Second Half of 2013	www.honolulumuseum.org
Discover Kaka'ako	Hawai'i Pacific Events	Every second Saturday	www.hawaiipacificentertainment.com
First Friday Honolulu	Hawai'i Academy of Performing Arts	First Friday of the month	www.firstfridayhawaii.com
Sharing the Plantation Experience	Friends of Waipahu Cultural Garden Park dba Hawai'i's Plantation Village	Year round	www.hawaiiplantationvillage.org
Major Festival Program	Arts District Merchants Association	2013	www.artsdistricthonolulu.com/index.html

MAUI

Project Title	Organization	Date	Website
Maui Pops Orchestra 2013	Maui Pops Orchestra, Inc.	Jan. 20, Mar. 17, Dec. 8	www.mauipops.org
3rd Maui Open Studios 2013	AECG	Feb. 2-24	www.mauiopenstudios.com
14th Maui Chinese New Year Festival	Tri Isle RC&D	Feb. 9	www.facebook.com/pages/Maui-Chinese-New-Year-Festival/443286425712515
World Whale Day 2013	Pacific Whale Fnd.	Feb. 16	www.pacificwhale.org
Maui Plein Air Painting Invitational	West Maui Cultural Council	Feb. 16-24	www.mauipleinairpainting.org
5th Maui Hawaiian Steel Guitar Festival	AECG	April 19-21	www.aecg.org
Maui Classical Music Festival 2013	Maui Classical Music Festival	May 2-10	www.mauiclassicalmusicfestival.org
Three Chinese Festivals	The Lahaina Restoration Fnd.	May 3-5, Sept. 19-21, Nov. 12-14	www.lahainarestoration.org
13th Maui Matsuri	Japanese Cultural Society of Maui	May 3-11	www.mauimatsuri.com
North South East West Festival 2013	Ebb & Flow Arts	May 17-18, July 13, Aug. 3, Nov. 17	www.ebbandflowarts.org
22nd Hawaiian Slack Key Guitar Festival	Kī-hō'alu Foundation, Inc.	June 23	www.slackkeyfestival.com
43rd Maui Marathon	Valley Isle Road Runners, Inc.	Sept. 20-22	www.mauimarathon.com
Art Exhibitions at Kaluanui 2013	Hui No'eau	Year round	www.huinoeau.com
Hawaiian Music Series	The Lahaina Restoration Fnd.	Year round	www.lahainarestoration.org
Kā'ānapali Fresh	KBRA	Aug. 30-Sept. 1	www.kaanapaliresort.com
Pailolo Challenge - Maui to Moloka'i Canoe Race	Hawaiian Kamali'i, Inc.	Sept. 14-15	www.hawaiiancanooclub.org
Kū Mai Ka Hula 2013	MACC	Sept. 21	www.mauiararts.org
Maui 'Ukulele Festival 2013	MACC	Oct. 13	www.mauiararts.org
Lahaina Plantation Days	The Lahaina Restoration Fnd.	Oct. 18-19	www.lahainarestoration.org
Wailea Wine & Food Festival	Wailea Community Assn.	Dec. 5-8	www.waileawineandfoodfestival.com

Wailuku First Friday	Tri Isle RC&D	First Friday of the month	www.facebook.com/WailukuFirstFriday
Theater on the Isle	MCT dba Maui OnStage	Year round	www.mauionstage.com
Visual Arts Exhibition Program 2013	MACC	Year round	www.mauarts.org

KAUA'I

Project Title	Organization	Date	Website
E Kanikapila Kākou 2013	GardenIsland Arts Council	Mondays, Jan. 21-Mar. 25	www.gardenislandarts.org
8th Annual Inspiration Kaua'i Wellness Expo	Kaua'i Health and Wellness Association	Feb. 9-10	www.hawaiisinspiration.com
2013 Waimea Town Celebration	West Kaua'i Business and Professionals Assn.	Feb. 16-22	www.wkbpa.org
Prince Kūhiō Celebration of the Arts	Po'ipū Beach Foundation	Mar. 17-30	www.princekuhio.net
WWI Exhibit Project hosted at Mahamoku Museum	Wai'oli Corporation	April 1-May 31	www.grovefarm.org
2013 Kaua'i Orchid & Art Festival	Hanapēpē Economic Alliance	April 5-6	www.hanapepe.org
Kīlauea Lighthouse Centennial Celebration	Kīlauea Point Natural History Association	May 1-5	www.kilauealighthouse.org ; www.kilaueapoint.org
2013 Hawaiian Cultural Events & Kaua'i Mokihana Festival	Mālie Foundation	May 3, Sept. 22-29, Nov. 2	www.maliefoundation.org
May Day by the Bay	Hanalei Hawaiian Civic Club	May 11	

Kaua'i Polynesian Festival 2013	Kamanawa Foundation	May 24-26	www.kauaipolynesianfestival.org
The 24th Annual Banana Poka RoundUp	Hui O Laka	May 26	
6th Annual Red Clay Jazz Festival	Kaua'i Concert Association	June 26-29	www.redclayjazz.org
14th Annual Kōloa Plantation Days Rodeo	Kaua'i Rodeo Club, Inc.	July 19-21	www.cjmstables.com
Concert in the Sky	Kaua'i Hospice Inc.	Jul. 4	www.kauaihospice.org
The Kaua'i Music Festival Songwriter Conference	The Kaua'i Music Festival	July 10-13	www.kauaimusicfestival.com
Heiva I Kaua'i 2013	Ka 'Imi Na'auao O Hawai'i Nei	Aug. 3-4	www.heivaikauai.com
13th Annual Pilgrimage of Passion	'Aha Hui E Kala dba Lāwa'i International Center	Aug. 11	www.lawaicenter.org
Rice Festival at Rice Shopping Center	Kaua'i Chamber of Commerce	Sept. 21	www.kauaichamber.org
2013 Kaua'i Pow Wow- Rejuvenate Your Spirit: Embracing our Culture and Tradition	Circle of Friends and Relatives of First Americans	Sept. 27-29	www.kauaipowwow.com
The Coconut Festival	Kapa'a Business Association	Oct. 5-6	www.kbakauai.org
25th Annual Eō e Emalani i Alaka'i Festival	Hui O Laka	Oct. 12	www.kokee.org
Nā Lima Hana Festival	Po'ipū Beach Foundation	Oct. 17-19	www.nalimahana.net

21st Annual Hawaiian Slack Key Guitar Festival "Kaua'i Style"	Kī-ho'alu Foundation, Inc.	Nov. 17	www.slackkeyfestival.com
Festival of Lights	Friends of the Festival of Lights	Dec. 6-31	www.kauaifestivaloflights.com
Kaua'i Community Market	Kaua'i County Farm Bureau	Year round: Saturdays	www.kauaicommunitymarket.org
Kaua'i Culinary Tours	Tasting Kaua'i, LLC	Second Fridays of each month	www.tastingkauai.com
Monthly Public Events at Makauwahi Cave Reserve	Garden Island Resource Conservation & Development, Inc.	Year round	www.cavereserve.org
The Keepers of the Culture	Kaua'i Economic Development Board, Inc.	Year round	www.kedb.com

HAWAI'I ISLAND

Project Title	Organization	Date	Website
Pana'ewa Stampede Rodeo	Hawai'i Horse Owners, Inc.	Feb. 16-17	www.hawaiirodeostampede.com
Project Art Festival	Hōlualoa Foundation for Arts and Culture (Donkey Mill Art Center)	April 12-13	www.donkeymillartcenter.org
Ka'ū Coffee Festival	Big Island Resource Conservation and Development Council	May 4-5	www.bigislandrcd.org
Puna Music Festival	Kalani Hōnua, Inc.	May 5-11	www.punamusicfestival.com
Big Island Film Festival	Redeeming Light International, Inc.	May 23-27	www.BigIslandFilmFestival.com
Hawai'i Island International Volleyball Classic	Destination Hilo	June 16-23	www.destinationhilo.com

24th Big Island Hawaiian Music Festival	East Hawai'i Cultural Council	July 13-14	www.ehcc.org
54th Annual Hawaiian International Billfish Tournament	Hawaiian International Billfish Tournament	Aug. 3-10	www.hibtffishing.com
11th Annual 'Ukulele and Slack Key Guitar Festival	Kahilu Theatre Foundation	Sept.1-Nov. 20	www.kahilutheatre.org
Kona Swim Classic	Hawai'i Sport Events LLC	Sept. 29	
Mealani's Taste of the Hawaiian Range	Laupāhoehoe Train Museum	Oct. 4	www.tasteofthehawaiianrange.com
Hawai'i Yoga Festival	Kalani Hōnua, Inc.	Nov. 9-17	www.hawaiiyogafestival.com (goes live Feb 2013)
Aquaculture Farm Tasting Tours at NELHA	Friends of NELHA	Year round	www.FriendsOfNELHA.org
Greenwell Garden Hawaiian Plant Walks	Bishop Museum	Year round	www.bishopmuseum.org
Hilo Grown Ag-Tour	Hawai'i Agri-Tourism Association (HATA)	Year round	www.hiagtourism.org
Ho'opūlama	Hawai'i Wildlife Center	Year round	www.hawaiiwildlifecenter.org
Hula Arts at Kīlauea in Hawai'i Volcanoes National Park	Volcano Art Center	Year round	www.volcanoartcenter.org
Palace Theater's 12th Season of Events	Friends of the Palace Theater	Year round	www.hilopalace.com