



FOR IMMEDIATE RELEASE

Media Contact:

Kristin Jackson, Jackson INK

kristin@jacksonink.net

808-428-1625

FOURTH ANNUAL HONOLULU EKIDEN AND MUSIC FESTIVAL TO BE HELD ON MAY 22, 2016

Annual Race Brings Thousands of Runners and Culminates With Star-Studded Concert at the Waikiki Shell

HONOLULU – February 17, 2016: The Honolulu Ekiden Foundation invites you to “Ho’ohui Pa’ani” or “Be united in play” at the Fourth Annual Honolulu Ekiden and Music Festival. Last year, the Foundation brought over 1000 runners of all ages together for a marathon relay race and music festival, and once again welcomes runners to register for its 2016 event on May 22nd.

The Honolulu Ekiden and Music Festival culminates in a star-studded concert at the Waikiki Shell, including international superstar group MAGIC!, whose smash hit “Rude” has topped the charts in eight countries. The thrilling lineup also includes the all-girl pop-rock band sensation SCANDAL.

Participants of the relay are encouraged to register in two to six-member teams before May 16. The registration fee includes participation in the Ekiden race and admission to the nighttime music festival at the Waikiki Shell (tickets are first come first serve for the first 2,000 participants).

The Honolulu Ekiden and Music Festival is the only of its kind in Hawaii, bringing Japan’s Ekiden tradition of a marathon-length relay race to the islands. In ancient Japan, the Ekiden was a method to pass along important news from provinces to the capital with multiple messengers completing different segments of the journey. Today the event symbolizes teamwork and cooperation to achieve a common goal, with races held throughout Japan.

It is the goal of the 2016 Ekiden to promote tourism to the Islands, foster cultural understanding between the residents of Hawaii and Japan and provide a way for friends, co-workers, running and military groups together in a race that fosters teamwork, competition and most importantly fun.

“Ekiden races are very popular in Japan, where they bring people together for friendly competition. Our goal is to bring some of that good will to Hawaii and develop a stronger relationship between the people of Hawaii and Japan,” said Honolulu Ekiden Foundation Secretary Jon Nakata. “For many, a full marathon might be too much of a challenge, but now, participants can form a team and complete the race with friends, family or co-workers.”

Event Details

The 26.2 mile race will start and end at Kapiolani Park and will feature six segments, with each member completing one or more legs of the race, then handing off a sash to be worn by the next racer. Prizes will be awarded to the top finishers in fifteen divisions, including youth, high school, university/college, corporate, Heroes, family and kama'aina.

As with Ekiden races in Japan, local volunteers will encourage runners at the stations, adding to the fun and excitement of the event.

Immediately following the Ekiden race from approximately 9:00 a.m. – 12:30 p.m. everyone is invited to unwind and recharge as we continue to “Ho’ohui Pa’ani” with an entertainment festival. An exciting variety of Hawaiian and Japanese entertainment will take place at the Kapiolani Bandstand, adjacent to the Ekiden finish line. The awards ceremony will start approximately at 10:30 a.m.

The festivities at the Waikiki Shell kick off 4:45 p.m. with a welcome. The concert begins at 5:45 p.m. with a special local guest artist to be announced, followed by the performances of SCANDAL and MAGIC! For more information visit www.hnlekiden.org or to purchase tickets for the concert only, visit www.ticketmaster.com.

Race Details



Team Entry Fees

Until 5/16

5/17 – 5/21

- | | | |
|-----------------|-------|-------|
| • 2-person team | \$120 | \$140 |
| • 3-person team | \$180 | \$210 |
| • 4-person team | \$240 | \$280 |
| • 5-person team | \$285 | \$335 |
| • 6-person team | \$300 | \$360 |

Race Format

The 26.2-mile course is divided into six sections. Relay teams can consist of two to six participants. The race will begin with the first member of the team at the start line wearing the team sash. There will be three relay stations to delineate each section of the race, where team members must transfer the sash to the person who will complete the next section. For teams with fewer than six members, each member may complete more than one section. However, multiple sections must be completed consecutively by the same person (i.e., runner #1 can complete sections 1 and 2, but not 1 and 3). Every sash contains an electronic chip that will register at each relay station. Teams must complete sections 1, 2, and 3 within three hours; thereafter, sections 4, 5, and 6 must each be completed within an hour. Thus, the maximum allowed duration to complete the entire course is six hours.

Ekiden Schedule

- 4 a.m. – Assemble at starting line
- 5:30 a.m. – Race start

“Ho’ohui Pa’ani” (be “united in play”)

- 9:00 a.m. – 12:30 p.m.
- 10:30 a.m. – Awards Ceremony

Concert Schedule

- 4:45 p.m. – Gates Open
- 5:45 p.m. – Concert begins

For more information or to register, please visit www.hnlekiden.org.

Runners must pick up race day information packets and sashes for team entrants at the 2016 Honolulu Ekiden Expo, held on May 21st at the Hawaii Convention Center, 3rd floor from 10:00 a.m. – 5:00 p.m. Late registration will be accepted on May 21, 2016.

About Honolulu Ekiden Foundation

The Honolulu Ekiden Foundation was formed on Jan. 3, 2013 to promote the advancement of peace and social welfare among people in the Pacific Rim, including Hawaii and Japan in particular, through amateur sports and cultural activities. The Ekiden and concert will provide recreation, exercise, entertainment, cultural exchange, and an economic boost to the local community.

About MAGIC!

As one half of the in-demand writing and production duo The Messengers, Grammy Award-winning songwriter and producer Nasri has penned music for everybody from Justin Bieber and Pitbull to Chris Brown and Christina Aguilera. He garnered a Grammy Award in the category of "Best R&B Album" for Chris Brown's F.A.M.E. in 2012. He has now formed a band with Mark Pelli, drummer Alex Tanas and bassist Ben Spivak to create a sound that combines reggae, rock, pop,

and a little soul. That sound distills Caribbean flavor, arena-size bombast, and glistening melodies into an undeniably intoxicating musical potion. This is MAGIC!

"I want everybody to join us on this MAGIC! adventure," says Nasri. "It's a stressful time out there, and people are struggling to find hope in balance. This music is meant to put you in a good mood. We want to bring people together to have a good time. It's not about us. It's about the music. We want you to be a part of that energy and a positive musical world."

About SCANDAL

SCANDAL was formed in August 2006 by four high school girls – Haruna, Mami, Tomomi, and Rina, who met in an Osaka vocal and dance school called Cales. They started thrilling live audiences every weekend at Shiroten in Osaka Castle Park. Soon, they started getting offers from clubs in Osaka and Kyoto.

In 2008, they released three singles and a mini-album while performing shows in the United States, France, and Hong Kong. That October, Scandal released their major debut single, "Doll", under Epic Records Japan. The band has performed the theme songs for many anime, including "Shōjo S" and "Harukaze" for *Bleach* and "Shunkan Sentimental." for [*Fullmetal Alchemist: Brotherhood*](#). With numerous overseas performances and anime theme songs, Scandal has built a considerable international fan base.