



## PRESS RELEASE –

Honolulu, Hawaii – March 5, 2014 - HEIVA I HONOLULU, produced by Tahiti Nui International, is Hawaii's biggest and best Tahitian dance competition. On Friday and Saturday, March 21-22, 2014 the Waikiki Shell stage will be full of hundreds of soloists and premier Tahitian performance groups representing Hawaii, North America and Asia. A full two days of activities for visitors and locals, this Heiva is a gathering of the best in Tahitian culture.

What is a *heiva* you ask? In Tahitian, the word **Heiva** (*hei* meaning to assemble, and *va* meaning community places) refers to activities, pastimes, physical exercise, and festivals. Music, dancing, singing and sporting events have always held an important place in the Polynesian community. Heiva i Honolulu, now in its 12<sup>th</sup> year, is modeled after Heiva i Tahiti, which occurs annually during the month of July and is the largest cultural event in Tahiti and French Polynesia.

From the fast hip shaking *Otea* movements to the powerful beating drums to the seductive rhythms of song and legends, this competition is sure to entertain. This year we also feature Polynesian fashion shows and a special exhibition by the reigning Hura Ava Tau (Junior) group from Heiva i Tahiti – Ori i Tahiti, led by Teraurii Piritua. An array of Polynesian arts and crafts unique solely to this event, complete the festivities.

This year we are having contests and sweepstakes for free tickets to the event. Our first contest starts March 6<sup>th</sup> and runs to the 20<sup>th</sup>. "WIN 2 FREE TICKETS TO HEIVA I HONOLULU 2014 SWEEPSTAKES" is a contest held on Facebook. "Like" our page and enter with your email. Each day, starting March 7<sup>th</sup>, we'll announce a winner of the free tickets. No purchase necessary.

Tickets will go on sale February 1<sup>st</sup> at the Blaisdell Ticket Box Office, or each day two hours prior to the event start time at the Waikiki Shell Box Office. General Admission: Adult (11 yrs+) \$15 Child \$10 (4-10yrs). Ticket prices noted are per day. The celebration is open to visitors and locals alike.

TAHITI NUI INTERNATIONAL is a cultural organization founded for the purposes of preserving, promoting and sharing the cultures, arts and crafts of the five groups of islands that make up French Polynesia, commonly known as Tahiti.

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