

2025 Grand Marshal William “Bill” Sides

*Honoring Our Grand Marshal – Bill.
Bill has been a true pillar of the Hāna
community for many years.*

*Often working quietly behind the scenes, he
has been the heart, the guiding mind, and
the driving force behind our celebrations.
Thanks to his dedication, Hāna remains the
only place that continues to celebrate and
hold true to what we all know and love as
“Aloha Week.”*

*This year marks Bill’s final year serving on
the committee, and we joyfully honor his
countless years of service, aloha, and
unwavering commitment to our community.
Mahalo nui loa, Bill!*



Schedule of Events Saturday October 18, 2025

Parade of floats 11:00a-2:00p

Hana Ballpark

Royal Court: ‘Ohana Waiwai’ole
Grand Marshal: William Sides
Floats, Pa’u riders, Taiko, Tahitian dance and
more proceeded by the Hana Royal court.

Ho’olaule’a 1:00p-3:00p

Music: Kamehameha Pep Band
Military Band,
Taiko drumming,
Kaniale Masoe and halau.

Craft Fair: 10:00a-3:00p

Local artisans and Vendors.

Food Vendors: 10:00a-3:00p

Satisfy your cravings and support Hana’s local
food vendors.

Sunday October 19, 2025

‘Ohana Beach Day 7:00a-5:00p

Hana Beach Park

Join us for a day at the bay. Relax, enjoy and
celebrate Aloha.

Shorline Fishing:

Check-in 7:00a Starts at 7:30a
Weigh-in at 12:00p

Keiki 5yrs-15yrs & Wahine 16yrs + up

Play Day: 12:00p-5:00p

water balloon toss, net throwing, obstacle
course and more for all ages to enjoy.

FESTIVALS OF ALOHA



Monday October 20, 2025

Sports Night: 5:00p-9:30p

Hana Ballpark

Volleyball, Tennis and Cornhole
Registration open at 5:00p

Tuesday October 21, 2025

Sports Night Continued:

5:00p-9:30p

Hana Ballpark

Volleyball, Tennis and Cornhole.

Teen Night: 6:00p-9:00p

Helene Hall

An evening for our teens to unwind, enjoy
and celebrate the special moments of
growing up. *Teen Aloha Attire contest*

Wednesday October 22, 2025

‘Aina x Kai Foods Cookoff: 5:00p-7:00p

‘Ulu, Mai’a, Pōhōle, and Poke

Hana Ballpark

Hana Arts “Talent Show”

Hana Ballpark

Registration 4:00-5:00p
Program starts at 5:00p

Thursday, October 23, 2025

Kupuna Luncheon: 11:00-2:00p

Hana-Maui Resort

Reservations call 808-270-3284

Hawaiiana Night: 5:00-9:00p

Join us for a night of Hana Traditions – Celebrating Hawaiian culture with Mele, Hula, Ku'i, 'Awa and more.

Hana Ballpark

Lei + Floral Contest:

Entry 5:30-7:00p

Aloha Attire Contest:

Keiki newborn-12yrs old

Aloha Shirt, Mu'umu'u + Malo

Registration 5:30-6:30p

Friday, October 24, 2025

Jamboree Night: 5:00-10:00p

Hana Ballpark

Get your boots scootin' and hips a tootin'!

We're bringing back a long-time Hana favorite – a night of country music, line dancing, and more!

Saturday, October 25, 2025

Cross Country Golf: 9:00-1:00p

Meet at Farmers market parking lot

Ho'ike Night: 4:00-10:00p

Gates open at 4:00p

Hana Ballpark

Tickets sold at Hasegawa

Presale \$25/At gate \$40

Join us as we wrap up the week's festivities with local food, live entertainment, and aloha.

The Festivals of Aloha is a tradition going back to 1946 and celebrates Hawaiian culture, traditions, and the spirit of aloha

FESTIVAL RIBBONS

A ribbon must be worn at all events and can be purchased for five dollars at Hāna Store, Hasegawa General Store, Hāna-Maui Resort, Kahanu Gardens, Hāna Coast Gallery, Hāna Pit Stop, Hāna Farmers Market, Hāna Farms, and at events.

Ribbons can be used at all

Festivals of Aloha events around the island.

Mahalo for your support!



FESTIVALS OF ALOHA



**HAHAI NŌ KA UA
I KA ULULĀ'AU**

Hahai nō ka ua i ka ululā'au.

Rains always follow the forests.

The rains are attracted to forest trees. Knowing this, Hawaiians hewed only the trees that were needed.

This 'ōlelo no'eau reflects the deep understanding that Native Hawaiians held for generations prior to the industrialization-mindset that arrived with foreigners. Not only did Native Hawaiians once effectively steward their forested zones for maximum production of water and resources, they also cultivated and managed their own "forests" to intentionally engineer weather systems that improved the fecundity of the land, swelled the waterways, and created pleasant living environments. The famed Malu'uluolele is an example of one such ululā'au (forest).

The theme, "Hahai nō ka Ua i ka Ululā'au - Rains Always Follow the Forests," connects the present generations of Hawai'i with those of the past regarding the State of Hawai'i's 2025 Year of Our Community Forests, while also deepening our understanding of what is possible through pono stewardship of Hawai'i's invaluable forest resources.