

**Waikiki Holiday Parade
Media Kit**

www.waikikiholidayparade.com

800-331-8579

Waikiki Holiday Parade Profile

Waikiki Holiday Parade

The parade was founded in 1998 under the name “Waikiki Christmas Parade”. In 2000 it was changed to the Waikiki Holiday Parade. This event is held annually the Friday following Thanksgiving Day.

The parade is host to thousands of spectators, residents and visitors alike. They line Kalakaua Avenue from Fort DeRussy all the way to Queen Kapiolani Park to catch a glimpse of local bands, Pearl Harbor Survivors, marching bands from the mainland, military units, local officials and dignitaries marching down the starlit, beachfront avenue.

2011 marks the 70th Anniversary of the attacks on Pearl Harbor, which the Waikiki Holiday Parade commemorates each year. The mission of the event is to educate visiting students on this important piece of U.S. history as well as introducing them to Polynesian culture. Because of the timing the parade also helps usher in the holiday season.

Visiting marching bands enjoy a week of events and performances on the island. They receive an up-close, personal learning experience that they will not soon forget. In addition to performing in the parade, groups hold wreath laying ceremonies at the USS Arizona Memorial and commemorative performances in Pearl Harbor at the USS Missouri Battleship.

Jake Peppers, Parade Founder

It is Jake Pepper’s passion for connecting with people that has inspired and driven him to build the Waikiki Holiday Parade, a ‘Hui Ana’ of Bands, since 1998. Jake first connected with marching bands and parades in the 1990’s through his work with the University of Hawaii’s Hula Bowl. Jake ran the Hula Bowl for several years, developing the event by incorporating outrigger canoe regattas and races, golf and tennis tournaments and, yes, you guessed it, a parade.

Jake then developed the new Waikiki Holiday Parade in 1998. In his younger days, Jake played football at Maryville College near Townsend, Tennessee and served in the U.S. Navy overseas from 1956-1959. Jake lives in the Great Smoky Mountains, 200 miles east of Nashville and you’ll rarely catch him without his “Hui Ana of Bands” hat! Jake feels this event is incredibly important as it gives kids first-hand exposure to military heroes, new cultures and opens them up to traveling in the future.

Gateway Music Festivals & Tours, Parade Management and Operations

Gateway is the sole travel provider for bands traveling to the parade, an honor proudly accepted in 1998.

Gateway Music Festivals & Tours began in 1985 when former band director, David Thielman decided, after retiring, to start a travel company for music groups. Initially, Gateway offered travel agency services and managed many competitive music festivals and events in major cities all over the United States, the very first being held in Rapid City, South Dakota.

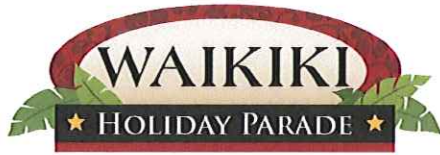
Since then Gateway has grown! Gateway now focuses on high quality performance tours and events for music ensembles to Hawaii, Europe, Scandinavia, Canada, Mexico, Costa Rica, Australia, Greece, Japan and China. Gateway is unique in that they only work with music groups – so they have great

expertise and resources for providing the best possible performance opportunities and venues for clients.

For nearly three decades, Gateway has demonstrated exemplary organization and event management. In addition to the Waikiki Holiday Parade, they operate & promote marching band events in Rome and Normandy, France. Gateway fully understands the details and requirements involved with handling a major public event. They strive to take it to the next level and make their events first-class in every regard.

Press Release

For Immediate Release: August 1, 2010



Waikiki Holiday Parade

The Waikiki Holiday Parade is in Honolulu, Hawaii, honoring Pearl Harbor Survivors and American military. It is held annually the Friday evening following Thanksgiving Day. Thousands of spectators, residents and visitors gather to watch this non-competitive parade, which marching bands, Pearl Harbor Survivors, service bands, military units, local officials, dignitaries and entertainers.

Each year the parade welcomes numerous high school and college marching bands from the mainland. These students prepare with history lectures from veterans and Pearl Harbor Survivors. The parade raises funds for the USS Arizona Memorial and supports the Pearl Harbor Survivor Association – Aloha Chapter. Over the course of the past ten years, the Waikiki Holiday Parade has brought over 10,000 visitors to Hawaii, which translates to well over \$5 million tourism dollars.

The parade is held annually on the Friday after Thanksgiving, beginning at 7:00pm at Fort DeRussy and ends at Kapiolani Park. The scenic parade route travels 1.5 miles through Waikiki along the oceanfront of beautiful, torch-lit Kalakaua Avenue.

Dates: Friday, November 26, 2010 • Friday, November 25, 2011

Time: 7:00pm

Route: Starting at Fort DeRussy, along Kalakaua Avenue, ending at Queen Kapiolani Park

Reviewing Stand: Royal Hawaiian Center

Media Inquires

Gateway Music Festivals & Tours, Marketing Department

Email: gmf@musicfestival.com

Phone: 763-295-4707

Web address: www.waikikiholidayparade.com

Fact Sheet

Donations to U.S.S. Arizona Memorial

Last 10 years: \$22,262.00

2010 projection: \$2,200.00

2011 projection: \$5,750.00

Pearl Harbor Survivors

A Pearl Harbor Survivor travels with each school from the mainland. Most often visiting schools “adopt” a Survivor living in their community. They are able to spend valuable time together prior to the tour and by the time they arrive on Oahu they are all close friends.

Survivors who call Honolulu home, and are members of the Pearl Harbor Survivor Association – Aloha Chapter, have been participating in the Waikiki Holiday Parade since the very beginning. They are often paired with a local marching band that they escort along the parade route.

Polynesian Culture

Preserving culture through education and programming with Polynesian Cultural Center, University of Hawaii, local schools, and Kawaiiaha’o Church.

Military

The U.S. Marine Corps has supported the parade since its inception.

Contact Details

Gateway Music Festivals & Tours, Inc.

Telephone: (800) 331-8579

Email address: gmf@musicfestivals.com

Web address: www.waikiholidayparade.com

Postal:

Gateway Music Festivals & Tours

530 West Broadway

P.O. Box 1165

Monticello, MN 55362

USA

For Logos and/or graphics:

Send request to gmf@musicfestivals.com (Attn. Marketing Dept.)

Past Parade Participants

Bands from the Continental United States

Barry Goldwater High School

Phoenix, AZ
Nick Burdick
(623) 445-3270
Nick.burdick@bg.dvusd.org

Blue Springs High School

Blue Springs, MO
Tim Allshouse
(816) 229-3459 X287
tallshouse@bssd.net

Butte High School

Butte, MT
Judy Kivela
(406) 496-2030
jkhomesmontana@aol.com

Canadian Massed Pipes and Drums

Toronto, Canada
Ross Baxter, Senior Pipe Major
Norman MacKenzie, CD Senior Drum Major
rossgail@bmts.com
dmjrmac@sympatico.ca
2011

Chisago Lakes High School

Lindstrom, MN
Dave Hoehl (former director)
(651) 429-0041
dhoehl@q.com

Danvers High School

Danvers, MA
Ron Parsons
(978) 777-8925
ronaldparsons@danvers.org
2011

Denver City Wide Marching Band

Denver, CO
Dave Hammond (former director)
(720) 424-1700
Dave_Hammond@dpsk12.org

Dover High School

Dover, PA
George Bradshaw
(717) 292-3671
gbrads@dover.k12.pa.us
2011

Dublin High School

Dublin, CA

East Coweta High School

Sharpsburg, GA
Robert Owens
(770) 254-2856
robert.owens@cowetaschools.net
2004, 2010

East Lincoln High School

Denver, NC
Dustin Stamey
(704) 736-1860
dstamey@lincoln.k12.nc.us

Evans High School

Evans, GA
Reid Hall & Geoff Rosche
(706) 863-1198
mrhall@ccboe.net

Freedom High School

Bethlehem, PA
Mike Moran
(610) 867-5845
moran499@cs.com

Greenbrier High School

Lewisburg, WV
Jim Allder
(304) 647-6464
jallder@hotmail.com

Greeneville High School

Greeneville, TN
David Price
(423) 787-8027
priced@gcschools.net

Hill-Murray High School

Maplewood, MN
Traci Youngs
(651) 748-2415
tyoungs@hill-murray.org

Jackson High School

Jackson, OH
Tom Holliday
(330) 837-3501
tgh2jc@polarbear.stark.k12.oh.us

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P.O. Box 1165, Monticello, MN 55362

Phone: 1-800-331-8579 • Fax: (763) 295-6029 • www.waikikiholidayparade.com

John Overton High School

Brentwood, TN
Jo Ann Hood
(615) 331-8586
jhood10105@aol.com
2001, 2006, 2010

Jonesboro High School

Jonesboro, AR
Steve Warner
(870) 933-5881
warners@mail.jps.k12.ar.us

Kennewick High School

Kennewick, WA
Randy Bjur
(509) 222-5669
Randy.Bjur@KSD.org

Lakota East High School

Liberty Township, OH
Rob Tanis
(513)759-8615
Rob.Tanis@lakotaonline.com
Waikiki Holiday Parade

Lakota West High School

West Chester, OH
Greg Snyder
(513) 874-5699
Greg.Snyder@lakotaonline.com

La Quinta High School

Westminster, CA
Jamie Baker (former director)
Jaymo310@aol.com

Lee's Summit North High School

Lee's Summit, MO
Scott Kuhlman
(816)986-3037
scott.kuhlman@leesummit.k12.mo.us
2011

Liberty High School

Bethlehem, PA
Greg MacGill
(610) 691-7200
gmacgill@beth.k12.pa.us
2006, 2011

Monticello High School

Monticello, MN

Northern State University

Aberdeen, SD
Boyd Perkins
(605) 626-2501
Boyd.perkins@northern.edu

Overland High School

Aurora, CO
Darrell LaGuardia
(720) 747-3786
dlaguardia@ccsd.k12.co.us

Peachtree Ridge High School

Suwanee, GA
Eric Willoughby (former director)
(770) 606-5870
eric.willoughby@bartow.k12.ga.us

Pope High School

Marietta, GA
Gary Gribble
(770) 578-7909
ggd19525@cobbk12.org
2002, 2006, 2011

Salem High School

Conyers, GA
Shawn Geiger
(770) 785-9533
sgeiger@rockdale.k12.ga.us
2003, 2006

Sapulpa High School

Sapulpa, OK
Alex Claussen (former director)
(918) 336-3311
claussena@bps-ok.org

Science Hill High School

Johnson City, TN
Tom Stites (former director)
(423) 232-2193
tomstites@hotmail.com

Slinger High School

Slinger, WI
Dave Hanke
(262) 644-5261
hanked@slinger.k12.wi.us
2006, 2011

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St. John's Northwestern Military Academy

Delafield, WI
Conrad Jorgensen
(262) 646-7126
jthornburg@sjnma.org
2011

Tahlequah High School

Tahlequah, OK
Harvey Price
(918) 458-4150
priceh@tahlequah.k12.ok.us

Timpview High School

Provo, UT
Dave Fullmer
(801) 221-9720
dfullmer@smartfella.com
2001, 2011

Virgil Grissom High School

Huntsville, AL
Bill Connell & Theo Vernon
(256) 881-1075
jtvjazz@knology.net
jvernon@hsv.k12.al.us

Walton High School

Marietta, GA
Mike Back
jmback@aol.com

West Memphis High School

West Memphis, AR
Cathy Williams
(870) 732-8506
cathywmhs@aol.com

Westerville North High School

Westerville, OH

Woodbury High School

Woodbury, MN
Brent Comeau
(651)768-4400
bcomeau@sowashco.k12.mn.us
2010

Wyoming High School All-State Marching Band

Dave & Dawn Bellis
(307)347-8909
wyomingband@hotmail.com

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