



**Waikiki Holiday Parade  
Media Kit**

[www.waikiholidayparade.com](http://www.waikiholidayparade.com)

1-800-331-8579

# **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.

2016 marks the 75th 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, Japan, China, Canada, Costa Rica, Puerto Rico, Argentina and major U.S. cities. 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 over three decades, Gateway has demonstrated exemplary organization and event management. In addition to the Waikiki Holiday Parade, they are the exclusive travel providers of the Rome New Year's Parade and the Hollywood Christmas Parade. 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.

## **Fact Sheet**

### **Past Participants**

In addition to countless local participants, over 10,000 people have participated in the Waikiki Holiday Parade from 23 mainland states.

### **Donations to U.S.S. Arizona Memorial**

\$36,655 has been donated on behalf of parade participants over the past 10 years.

### **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 Kawaiaha'o Church.

### **Military**

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

## Press Release

For Immediate Release:



### **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.

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 27, 2015 • Friday, November 25, 2016

**Time:** 7:00pm

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

**Reviewing Stand:** Moana Surf rider

### **Media Inquiries**

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