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**EXPERIENCE HAWAII'S CULTURE, FASHION AND FUN
AT ALA MOANA CENTER**

Ala Moana Center offers a wide array of free entertainment and events to give shoppers a taste of Hawai'i's diverse cultural traditions and contemporary fashion with an island twist. The Center is an entertainment oasis with world-class shopping, dining and events.

ONGOING

The Ala Moana Hula Show

The Ala Moana Hula Show, a free, 20-minute production featuring both kahiko (traditional) and modern hula, is held Monday through Saturday on Street Level 1 at Centerstage at 1 p.m.

Ala Moana Center Keiki Hula Show

Every Sunday, enjoy the Ala Moana Center Keiki Hula Show at Centerstage at 1 p.m. The Hula Show demonstrates how the tradition of hula is perpetuated through Hawai'i's children.

Children's Play Area

Located on Level 3 in the Mauka Wing, the Children's Play Area features a 20-foot play structure, composed of colorful platforms for children to climb and explore. Free of charge, the structure is open during normal Center hours and is available to children ages three to 12.

CENTER EVENTS

Fukubukuro – Jan. 1-3, 2019 (New Year's Day)

For the first time ever, Ala Moana Center will celebrate Fukubukuro, a time-honored Japanese retail tradition, over the course of three days. From Jan. 1-3, shoppers are invited to visit participating merchants throughout the center and purchase grab bags filled with exciting "mystery" merchandise for at least 50

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percent off of the contents' retail value. Bags range in price from \$10 to \$5,000 and more than 10,000 mystery bags are sold each year. Hundreds of shoppers line up at their favorite stores hours in advance, eager to get their hands on at least one of the highly sought-after bags. The annual Fukubukuro event is inspired by Japan's lavish New Year's Day event that attracts hundreds of thousands of excited shoppers hoping to cash in on the first sale and deal of the year. Participating stores have included Armani Exchange, bareMinerals, diptyque paris, Forever 21, Hallmark, Island Slipper, Lupicia, REDValentino, Sephora, Sugarfina, Tory Sport, and Tommy Bahama. New this year, shoppers can enter for the Fukubukuro sweepstakes each day during Jan. 1-3 for a chance to win a Happy Grab Bag from select Ala Moana Center merchants as well as enjoy Taiko Drum Master, Kenny Endo, for an exhilarating performance at Centerstage.

Chinese New Year Celebration – Feb. 7-9, 2019

Shoppers can experience the rituals and traditions of an authentic Chinese New Year celebration with Ala Moana Center. Local residents and visitors turn out to watch lion dance performances by local lion and dragon dance teams. The lions dance throughout the Center collecting *lai see* (lucky red envelopes) from participating merchants as well as shoppers, a Chinese custom that encourages luck and prosperity in the New Year. In addition to lion dancing, shoppers can enjoy lion pole jumping, kung fu demonstrations, Chinese calligraphy demonstrations and photo opportunities.

4th of July Celebration – July 4-7, 2019

Ala Moana Center's annual 4th of July celebration, a tradition in Hawai'i for 28 years, boasts one of the nation's largest fireworks display and the biggest in the state. The 4-day event features a 20 percent Savings Pass valid at participating merchants, a special sweepstakes, a full schedule of live entertainment at Centerstage and the Ewa Wing Stage, and a fireworks extravaganza offshore.

60th Anniversary Celebration – July and August

The world's largest open-air shopping center and Hawai'i's premiere destination for shopping, dining and entertainment will celebrate its 60th anniversary on August 13, 2019. In honor of the countless loyal customers who have frequented Ala Moana Center since its grand opening in 1959, the Center will present anniversary themed events and special promotions throughout the year.

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Island Style Holidays – November and December

The holidays at Ala Moana Center are filled with a special Hawaiian brand of seasonal cheer. Once the world-famous 37-foot Santa Claus figure is up, visitors and locals know the holiday season is officially here. The Center's aim is to make shopping during the holiday season a cinch with extended holiday hours, family-friendly events such as photo opportunities with Santa himself, a Holiday Hula Show, special rewards and much more.

For information about Ala Moana Center, please visit www.AlaMoanaCenter.com. Follow Ala Moana Center on [Twitter @AlaMoanaCenter](#), [Facebook](#), and [Instagram @AlaMoanaCenter](#). The [Ala Moana Center app](#) is available for free download at iOS App Store for iPhone 6S or higher.

ABOUT ALA MOANA CENTER

Ala Moana Center is the world's largest open-air shopping center with 2.4-million-square-feet of retail space. Anchored by Bloomingdale's, Neiman Marcus, Nordstrom, Macy's and Target, the property is home to more than 350 stores and restaurants, including an extensive selection of international and luxury brands, one-of-a-kind specialty stores and more than 100 dining options. The Center is also one of Hawaii's most frequented destinations, attracting 52 million shopping visitations each year. Ala Moana Center is located at 1450 Ala Moana Boulevard Honolulu, Hawaii 96814.

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