



NEWS RELEASE

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Common Kings Headline the Inaugural In The Southern Sun Concert as part of Aloha Festivals
A concert in collaboration with Hawai'i Tourism, Hele Gas and NMG Network to celebrate the spirit of aloha at Queen's Surf Beach

HONOLULU – Aloha Festivals, presented by Hawai'i Tourism, introduces a new event for 2019: In The Southern Sun - a free concert sponsored by Hele Gas at Queen's Surf Beach to celebrate the spirit of aloha in the community. The inaugural event, produced in partnership with NMG Network's 10th Anniversary, expands the 2019 Aloha Festivals events lineup and will feature performances from local artists and a headline appearance by Grammy-nominated Common Kings. In The Southern Sun will be held on Saturday, Sept. 7, 2019 from 5-10 p.m. at Queen's Surf Beach, and will be preceded by the official pre-party at Queen Kapi'olani Hotel from 3-6 p.m.

"We are extremely excited for the opportunity to work with these esteemed partners to bring 'In The Southern Sun' to Waikiki Beach as we celebrate NMG's 10th anniversary," said Jason Cutinella, founder & CEO of NMG Network. "This is a major milestone for NMG so we want to give back to our community by producing this free concert, and we look forward to welcoming the next generation to the Aloha Festivals."

The event name is a nod to a line from "Island Rose," a poem about Princess Ka'iulani by the famed novelist Robert Louis Stevenson. While recovering from a bout of tuberculosis, Stevenson stayed as a guest of the princess in her family's cottage at Sans Souci. Moved by her gracious hospitality and spirit of aloha, he penned "Island Rose," which speaks of Ka'iulani's journey to Scotland, away from her beloved islands "in Southern sun." Moreover, In The Southern Sun celebrates the rich history of the South Shore of O'ahu, from the uplands of Mānoa and Pālolo to the lowlands of Kāneloa and Kapua. It is in this spirit of aloha and in celebration of the cultural significance of Waikīkī that Aloha Festivals offers this free mahalo concert to kama'āina, and invites malihini to participate in the celebration.

“Aloha Festivals is the largest Hawaiian cultural celebration in the U.S. It is an opportunity to enjoy and perpetuate the history, music, dance and diverse customs of our islands and Hele Gas is honored to support this year’s ‘In The Southern Sun’ concert,” said Keith Yoshida, vice president of planning & business development for Par Hawaii, owner of Hele stations. “In Hawaiian, Hele means to go, move or come and it represents our vision for a gas station that meets the needs of our hard working island communities. We are committed to quickness and convenience because we know how valuable our customers’ time is. Our employees are dedicated to sharing their aloha by helping Hawaii Hele on.”

Music at In The Southern Sun will honor Hawai’i’s past while carrying these traditions into the future. The concert will open with cultural protocol and hula. In line with this year’s Aloha Festivals theme, Nā Mo’olelo ‘Ukulele: ‘Ukulele Stories, Taimane Gardener will deliver her intricate and energetic ‘ukulele originals. Na Hoa will present the best of the classical Hawaiian trio, and groove-worthy island jams will be offered by both Jasmin Nicole and Fia.

Topping off the evening, audiences will rock and sway with Common Kings. The band, last seen in Hawai’i opening for Bruno Mars in November 2018, will return with their island-style hits like “Wade in your Water,” “24/7” and songs from their newest EP “One Day.”

Hawai’i-based brand FITTED developed the concept for In The Southern Sun in collaboration with Aloha Festivals. FITTED will also sell exclusive merchandise at the event in line with their mission to teach youth the importance of embracing culture and history, while maintaining a high standard of quality, functionality, and aesthetics.

Queen Kapi’olani Hotel, the exclusive hotel partner of In The Southern Sun and located steps from Queen’s Surf Beach, invites attendees to enjoy food, beverages, a live performance by Jasmin Nicole, and the signature sweeping view of Diamond Head prior to the start of the concert at the official pre-party from 3-6 p.m.

Aloha Festivals is supported by [Hawai’i Tourism](#). In The Southern Sun is generously sponsored by [Hele Gas](#) and produced in partnership with [NMG Network](#) and [FITTED](#).

Aloha Festivals thanks its travel and hospitality sponsors [Hawaiian Airlines](#) and [Queen Kapi’olani Hotel](#); and the [City & County of Honolulu](#).

For more information visit www.AlohaFestivals.com and follow In The Southern Sun on Instagram ([@inthesouthernsun](#)) and use #inthesouthernsun. Also, follow Aloha Festivals on Facebook (facebook.com/AlohaFestivals), Twitter ([@AlohaFstvl](#)), and Instagram ([@alohafestivals](#)).

The mission of Aloha Festivals is to foster the aloha spirit through the perpetuation of the Hawaiian culture and the celebration of the diverse customs and traditions of Hawai’i.

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About Aloha Festivals

Aloha Festivals was first held in 1946 as Aloha Week, and over the past seven decades has become a celebration of Hawaiian culture, integrating the traditions and cultures of the Islands through music, dance, cuisine and art. All festivities are coordinated by a volunteer board of directors. Aloha Festivals is funded by Hawai'i Tourism, corporate and private sponsorships, and sales of Aloha Festivals merchandise. More information about Aloha Festivals and its events can be found at www.AlohaFestivals.com, Facebook (facebook.com/AlohaFestivals), Twitter ([@AlohaFstvlz](https://twitter.com/AlohaFstvlz)), Instagram ([@alohafestivals](https://instagram.com/alohafestivals)) or by calling (808) 923-1094.