

FOR IMMEDIATE RELEASE
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5th ANNUAL BAY AREA HAWAIIAN FILM FESTIVAL & CULTURAL CONFERENCE

South San Francisco, CA – The Kaululehua Hawaiian Cultural Center, Pacific Islander Cultural Association (PICA) and World Arts West (WAW) is pleased to present the 5th Annual Bay Area Hawaiian Film Festival & Cultural Conference starting on Friday, September 26 and concluding on Sunday, September 28, 2008. The film festival takes place on Saturday, September 27 from 1:00pm – 9:00pm; and the cultural conference events will be on Friday evening and Sunday. All events will take place at the Kaululehua Hawaiian Cultural Center at 423 Baden Avenue in South San Francisco. For more information on purchasing tickets call 650.588.1091, visit our website at www.apop.net, or e-mail your request to info@apop.net

Already in its **Fifth** year, the Bay Area Hawaiian Film Festival is a rare glimpse of Hawaiian perspectives through cinema and will feature films about Hawaiian myths and legends told for the first time in the Hawaiian language; documentaries that explore Hawaiian history through the stories of its monarchy and its people; educational features of modern issues including sovereignty, land rights, and the environment; as well as highlights on cultural traditions of Hula and other native arts & crafts.

This year, in conjunction with the annual film festival, Kaululehua HCC is proud to host a three-day long cultural experience like no other here in the Bay Area. Beginning on Friday, September 26 at 8:00pm, the Cultural Center presents Hula 2500 Miles From, a presentation on how hula in the Bay Area has survived in the Bay Area so far from Hawai`i. The Cultural Conference culminates on Sunday, September 28 at 4pm an exciting presentation on Hula. An introspective look into different types of Hula, Oli & Mele (traditional chant & songs), Protocol, Lei Styles and Lole (hula attire) including hula demonstrations and story telling.

Kawika Alfiche, Kumu Hula of Halau O Keikiali'i and Director of Kaululehua HCC, states, "This festival provides a voice to the Hawaiian community on the mainland and, through each film and conference event, presents a unique opportunity for Hawaiians to tell their stories, and share their language, culture, and history with everyone."

The [Kaululehua](http://www.kaululehua.org) Hawaiian Cultural Center was established in 2000 with the mission of preserving and perpetuating all things Hawaiian. The mission of [World Arts West](http://www.worldartswest.org) is to honor and celebrate culturally diverse dance forms through presentation, education and support of artists and their traditions. PICA's mission is to develop and perpetuate through education, the histories, cultures, traditional and contemporary folk arts of the Pacific Islanders, mainly through their annual [Aloha Festival](http://www.alohafestival.org).