



## FOR IMMEDIATE RELEASE

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## 'Ukulele Picnic in Hawai'i Announces Postponement of Annual Event

*Celebrating the 'ukulele, the free music festival will move to September 2021*

HONOLULU (February XX, 2021) – The annual 'Ukulele Picnic in Hawai'i regrets to announce a postponement of its event, featuring local and international 'ukulele musicians, to September 2021. The production team had worked to prepare for a livestream of the Picnic in February but have decided to postpone the event due to the uncertainty and current restrictions from the COVID-19 situation. However, while the Ukulele Picnic in Hawaii is postponed, the International 'Ukulele Contest will be held earlier, with entries accepted from February 14 and winners announced on May 4, 2021.

"As you know, this pandemic has prevented many events and tourism in Hawaii, and our hearts are heavy thinking about the hardship endured by people in the entertainment and tourism industry. It is our sincere commitment to find ways to support our beloved artists and musicians in this challenging time, but we are hopeful that your Kokua will become a true instrument of our future success," said Kazuyuki Sekiguchi, 'Ukulele Picnic in Hawai'i creator and producer. "We cannot wait to see your familiar faces (and some new faces!) on the lawn, enjoying music and friendship in Hawaii with lots of Aloha."

'Ukulele players of all ages and ability levels can get a jump on the action by entering the popular 10<sup>th</sup> Annual International 'Ukulele Contest. The contest is open to amateur 'ukulele players over the age of three. No professional musicians (including semi-professional) and/or performers signed to a management company are allowed to enter the contest. Aspiring musicians can enter by uploading an unedited video to YouTube with an entry form from the 'Ukulele Picnic in Hawaii website at [www.ukulelecontest.org](http://www.ukulelecontest.org) starting on February 14<sup>th</sup> at 5pm HST. It is \$10 to enter online and entries are currently being accepted through Wednesday, April 14<sup>th</sup> by 5pm HST. Entries are being accepted in four categories including: solo keiki ages 3 to 11 years old; solo ages 12 – 18; solo ages 19 and older, and group (more than two performers).

Winners from each division will be selected and announced at the virtual 'Ukulele Picnic via live-stream broadcast on **Tuesday May 4th, 2021 6pm-8pm (Hawaii Time)** via KZOO Radio and live streaming on the Ukulele Contest website and KZOO radio website in order to maintain with social distancing

protocols. The winners' YouTube video will be displayed on the official contest website. More information on the contest can be found online at [www.ukulelecontest.org](http://www.ukulelecontest.org)

For more information about 'Ukulele Picnic in Hawai'i, please visit [www.ukulelepicnicinhawaii.org](http://www.ukulelepicnicinhawaii.org). Also, follow Ukulele Picnic on Twitter, at <http://twitter.com/ukulelepicnic>, on Facebook at [www.facebook.com/ukulelepicnichawaii](http://www.facebook.com/ukulelepicnichawaii) and on Instagram at [www.instagram.com/ukulelepicnic](http://www.instagram.com/ukulelepicnic).

#### **About 'Ukulele Picnic in Hawai'i**

'Ukulele Picnic in Hawai'i is a free event that uses the 'ukulele to connect people across the differences of language and race. Since the first event in 2009, more than 5,000 people participate in the event from all over the world each year, increasing awareness about the 'ukulele, and building a strong following for Hawaiian music. The proceeds from 'Ukulele Picnic in Hawai'i will be dedicated to the construction of the 'Ukulele Museum.

#### **About 'Ukulele Museum**

As an international museum and entertainment center, the 'Ukulele Museum will bring together 'ukulele fans from around the world. The museum will contribute to children's educational development through guest lecturers and field trips to the site as well as provide a venue for musical events and a place of "tranquility" for island residents to gather.

A permanent collection, the history of the 'ukulele and its contribution to Hawaiian music will be shown. Plans for the museum also include a cafe and gift shop.

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