



FOR IMMEDIATE RELEASE

Contact: Auchele Fraser
 Office: (702) 477-0229 Cell: (808) 206-0648
 auchele@vizzun.com

**16th Annual Pure Aloha Spring Festival
 Celebrates the Spirit of Aloha at the Silverton Casino Hotel**

The Pure Aloha Community Development Corporation (Pure Aloha CDC) is proud to host the 16th annual Pure Aloha Festival and Concerts on Thursday, April 20th - Sunday, April 23rd at the Silverton Casino Hotel’s North/West parking lot, located at 3333 Blue Diamond Road in Las Vegas. The festival will welcome more than 25,000 guests with traditional live entertainment, more than 100 specialty food and retail vendors, and a large carnival with midway rides. The four-day event will include performances by multiple local and out-of-state halau (hula schools), as well as FREE evening concerts from the best artist in island/reggae music with your paid festival admission.

Festival Event Dates & Hours

Thursday, April 20 th	5 p.m. – 12 midnight
Friday, April 21 st	5 p.m. – 12 midnight
Saturday, April 22 nd	12 noon – 12 midnight
Sunday, April 23 rd	12 noon – 10 p.m.

Festival Admission

General Admission: \$10, or \$15 after 8PM on Friday and Saturday (Evening concerts are included in admission fees.)
 Thursday Night: Free Entry for Senior Citizens 55+
 Sunday: Free Entry for all Veterans and Active Military
 *All children under 48 inches are free

This year’s event also includes a celebration of life for Joseph E. Santana, Sr. who passed away on February 19, 2017. Joseph was a US Veteran and the father of Shawn Santana, Owner/ President of Vizzun Entertainment and the Pure Aloha Community Development Corporation. In his honor, Seniors 55+ will receive free entry into the festival with a valid ID on Thursday (4/20), and on Sunday (4/23), all Veterans and Active Military Personnel will receive free entry into the festival with a valid ID. Also on Sunday, there will be special hula performances by Joseph’s `ohana (family), Nani Ola Hawaiian Dance Company, and a slideshow honoring his life.

Pure Aloha Spring Concerts

The festival will host the Pure Aloha Spring Concerts on ALL FOUR evenings on the Pure Aloha Festival Main Stage. The evening concerts will feature some of the best artist in island and reggae music. These artists will come together to celebrate the Spirit of Aloha. Numerous artists will take the Pure Aloha festival stage at 9 p.m. every evening to provide hours of island entertainment. This spring we will feature performances by Maoli, Conkarah, Anuhea, Baba B, Pati, The Steppas, Sienna, and more. Pure Aloha evening concerts are free with paid festival admission. A complete concert performance schedule with artist bios is available at Vizzun.com.

About Pure Aloha

Now in its 16th year, the Pure Aloha Spring Festival, produced by Las Vegas’s Vizzun Entertainment in partnership with Pure Aloha Community Development Corporation, is the largest Polynesian festival in the Las Vegas valley, drawing crowds of over 25,000 over four days. Each day is filled with traditional entertainment, food, craft and retail vendors, information booths and more. All vendors celebrate the many cultures that make Hawai`i special, including Hawaiian, Samoan, Japanese, Korean, Filipino and more. *Hele mai*, come and celebrate the Polynesian culture at the 16th Annual Pure Aloha Spring Festival.

About Pure Aloha Community Development Corporation

Pure Aloha Community Development Corporation is dedicated to bringing the pure spirit of “Aloha” which brings love, peace, compassion and mercy to the Las Vegas Valley. Through our educational projects, programs, and services, we support and promote

cultural awareness and appreciation for diversity and inclusion. We make referrals for social services through our community partners who provide platforms for education, employment venues, health and wellness, financial literacy, entrepreneurship, community development and economic empowerment. In the past, the Pure Aloha CDC, along with Vizzun Entertainment, have partnered with amazing organizations to assist families in need, including partnering with the Make-a-Wish Foundation to help send a young lady and her family home to Hawai'i. Last year, our Pure Aloha Fall Festival included a Car Show to raise money for a young man and his family to assist with his battle with bone cancer. For more information about the Pure Aloha Community Development Corporation or Vizzun Entertainment, visit vizzun.com.

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