



## **PUBLIC SERVICE ANNOUNCEMENT**

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## **KA'U COFFEE FEST STARTS FRIDAY THRU MAY 5**

KA'U, HAWAI'I ISLAND—Fun is brewing for the 11th annual Ka'u Coffee Festival, which kicks off Friday, April 26 with a full lineup of events before culminating with a weekend of free activities May 4-5 at the Pahala Community Center.

Free fun starts Friday, April 26 with a Pa'ina and Open House offering entertainment by Boni Narito, hula dancer Sammi Fo and musician Bolo. Tickets are \$10 at the door for the Miss Ka'u Coffee Pageant Saturday, April 27 at the Ka'u District Gym. The Sunday recipe contest has been postponed.

Upcoming festival activities next week includes a variety of ticketed events that illustrate what makes Ka'u so special and offer interactive fun at different venues: Ka'u Mountain Water Systems Hike, Ka'u Valley Farms Tour, Ka'u Coffee & Cattle Day and Ka'u Star Gazing. Reserve your spot for these unique opportunities at [www.kaucoffeefestival.com](http://www.kaucoffeefestival.com). Events are subject to change so check back often.

The free May 4th ho'olaule'a stages a full lineup of live performing artists, including hula halau from 9 a.m.-5:30 p.m. on the Pahala Community Center grounds. Attendees can browse among broke 'da mouth local food, coffee, crafts, product and community booths. During the free and indoors Ka'u Coffee Experience, enjoy barista-led samplings of different Ka'u coffee brands prepared a variety of ways: pour over, clever, french press, espresso and cold brew. Guided coffee farm tours—which visit a coffee orchard and processing mill—are \$20 with van transport.

On Sunday, May 5 at 9 a.m., the Ka'u Coffee College features local and visiting coffee industry experts offering seminars focused on enhancing coffee quality and best farm management techniques. Donations are welcome.

Enter the "Buy Local" contest by visiting festival sponsors and redeeming purchase receipts, product labels and business cards at the ho'olaule'a for chances to earn cash and prizes.

All activities are open to the public; for details on ticketed events and full festival info, visit [www.KauCoffeeFestival.com](http://www.KauCoffeeFestival.com).

Founded in coffee traditions dating to the 1800s—Ka'u coffee burst onto the specialty coffee scene by winning numerous coffee quality awards. These accolades highlight the unique combination of people and place that makes Ka'u coffee a favorite across the globe. The festival's mission is to raise awareness of Ka'u as a world-class, coffee-growing origin.

Ka'u Coffee Festival vendor and sponsorship opportunities are available. Support is provided by Hawai'i Tourism through the Community Enrichment Program. For more information and festival updates call 808-929-9550, email [info@kaucoffeefestival.com](mailto:info@kaucoffeefestival.com) and follow Ka'u Coffee Festival on Facebook and @kaucoffeefest on Twitter and Instagram.