

Each year, held on the same day as the Lei Queen Pageant is the “Queen Mother Pageant. It is open to women ages 70 - 79 years “Queen Mother,” and anyone over 80 years of age, will automatically qualify as a candidate for “Lei Empress.” There is only one pageant however, should there be women in both age categories competing, the pageant will result with two title holders.

The Queen Mother Pageant is held simultaneously with the Lei Queen Pageant and will be held at Curian Hall at 5 Chome-18-1 Higashioi, Shinagawa City, 140-0011 in Tokyo on Saturday, March 5 at 16:00. Doors open at 15:30.

2023 QUEEN MOTHER PAGEANT RULES & REGULATIONS

In Hawai‘i, the lei is a symbol of friendship, goodwill, and aloha. A Queen Mother and the Lei Empress gives the older women who love the Hawaiian Culture to bask in the limelight and allow the public. Family and friends to view what their hard work has accomplished. They will become a part of the Lei Court and skilled in the art of lei making, hula, and be able to convey the spirit of aloha with warmth and dignity. They should possess grace and carriage and be able to speak, unfaltering, in public.

I. CONTEST ELIGIBILITY

Females from the ages of 70 - 79 for the title of Queen Mother and over the age of 80 for the title of Lei Empress within the 2023 calendar year. Proof of age is required. (birth certificate, passport, or driver’s license).

II. CONTEST RULES AND REQUIREMENTS

1. Submit a completed 2023 Queen Mother Selection application form, proof of age document and color photograph of yourself (no group shots) by the application deadline.
2. Answer and submit the included biography questionnaire.
3. All contestants are required to attend the Orientation Meeting on Sunday, December 17, 2022 at Ka Laula, located at 130-0014 Tokyo-to, Shinagawa-ku, Ōi 1-53-6 , at 17:30 - 19:30 p.m. Please do not be late.
4. All contestants are required to attend the following rehearsals:
 - January 8th, 15th, 22nd & the 29th, 2023
 - February 5th, 12th, 19th & the 26th 2023
 - All rehearsals will be at 17:30 - 19:30.
5. There is a fee of ¥20,000. Once the fee has been paid it will not be refunded even if you decide to withdraw from the Pageant.
6. The information and the photograph you provide may be shared with the media and/or used for publicity purposes, so please provide only the information you feel comfortable in sharing with the public.
7. The winners of the 2023 Lei Court will reign until the new court is chosen in 2024 and must attend all appearances scheduled during the reigning year including the evening the new court is chosen.
8. All winners are required to attend the 2023 Lei Aloha Festival and participate in the Festival and Holokū Parades slated for April 22 & 23 at Shin-Koiwa Park in Katsushika.
9. All winners are required to be at and to host a table of 10 at the 14th Annual Royal Holoku Ball slated for May 7, 2023, tentatively being held at the New Sanno Hotel in Minamiazabu, Tokyo.

III. DEADLINE FOR APPLICATION

November 30, 2022 - Post to 133-0042 Tokyo-to, Edogawa-ku, Okinomiya-cho 31-3 or apply online.

IV. PHASES OF COMPETITION

1. **Lei Hiwahiwa** – Contestants are required to “* kui” a “lei” of flora and or fauna that are available in Japan. Do not import anything from Hawai`i.
 - a. The length of the “lei” is to be 65 cm.
 - b. The last 20 cm of the lei must be completed in one hour in front of the panel of judges on March 4, 2023.
 - c. The “lei” must be worn during some part of the evening’s competition.
 - d. No artificial flowers or artificially colored flowers will be allowed.
2. **Kūlana** – Contestants will be scored on their grace, poise, grooming and ability to speak to an audience with composure and confidence, while wearing a holoku and a 2 minute speech. (Points will be docked for going over the allotted time.)
3. **No`eau** – Contestants compete in a “hula auana.” The women are judged in poise and grace, in their ability to emote the feelings of the dance, in their grooming and accessories/adornments which are limited to shells, nuts, feathers and fresh fauna and flora.
The meaning of the word No`eau means, “Talent / Skill.” If you have another talent such as playing an instrument, singing, dancing other forms of dance other than hula, etc. you may incorporate these talents along with your hula in this category. If you are only performing hula, the performance time is limited to 4 minutes. If you are exhibiting more than one talent, your time is limited to 6 minutes.
4. **Pāpahi** – Contestants will have ten minutes to set up and decorate a table on stage in front the judges and the audience. The idea is to show your skill at impressing a guest. On the table you should have a table cloth, the lei you made, the item or items you have made with you own hands any anything else you deem impressive.
5. **Nā Mea Hana Lima** – Contestants must make a something with their own hands. It could be food related(cooking / baking), sewing, a skill such as tying an obi, animal grooming, drawing, painting, doll making, calligraphy, etc. The things to do are as numerous as your imagination.
6. **Kūkā Kama`ilio** – Contestants are put through a battery of questions regarding their knowledge of hula, Hawaiian culture and current events. The judges are looking for a well informed woman who is able to articulate. The contestants are also judged on how well they hold-up under pressure.

* See You can choose any style from the following:

Kui Wili Haku Hilo Hili Hipu`u Humu

FOR MORE INFORMATION PLEASE CONTACT US AT: Lei Queen Pageant 133-0042 Tokyo-to,
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