

Each year, the Lei Queen will be selected from one of the three rotating groups:

18 - 34 years	Nā Wāhine Opio	(The Younger Women)
35 - 49 years	Nā Makuahine	(The Adult Women)
50 - 69 years	Nā Kupunahine	(The Gracious Women) 7
70 - 79 years	* Queen Mother	(The Grand Women)
80 years and over	* Lei Empress	(The Golden Women)

Next year's Pageant 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. It is the year of our Nā Wāhine Opio. One Queen and 8 princesses and 2 ladies-in-waiting will be selected.

2023 LEI QUEEN RULES & REGULATIONS

In Hawai'i, the lei is a symbol of friendship, goodwill, and aloha. A Lei Queen and Court will enhance the Lei Aloha Festival being sponsored by Hawai'i Aloha Academy. The Lei Queen and court must be knowledgeable in the art of lei making, hula, and be able to convey the spirit of aloha with warmth and dignity, possesses grace and carriage and be able to speak, unfaltering, in public.

I. CONTEST ELIGIBILITY

Females from the ages of 18 to 34 years of age 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 Lei Queen 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 11, 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 Minami Azabu, 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 “haku wili” a “lei” of flora & 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. The medium used to “wili” must be concealed except for the ends of the “lei.”
 - e. 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 to 3 minute speech. Points will be docked for going under or over the allotted times.
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. **Hula `Ōlapa** – Contestants are judged on the fluidity of the dance movements, expression, appearance and accessories/adornments, which are limited to shells, nuts, feathers and fresh fauna and flora.
5. **Oli** – Contestants are judged on their attire and adornments, delivery of the “oli” and the pronunciation of the Hawaiian language. It is necessary that the “okina” & “kahako” are not dropped or added where there should not be any. They must be properly enunciated. The L’s need to be clear and can not be pronounced as R’s
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 separate rules governing this pageant.

FOR MORE INFORMATION PLEASE CONTACT US AT: Lei Queen Pageant 133-0042 Tokyo-to, Edogawa-ku, Okinomiya-cho Ph. 080-1331-0249 Director: Kalani Po`omaihealani
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