

The three age groups listed below are rotated each year.

18 - 34 years	Nā Wāhine `Ōpio	(The Younger Women)
35 - 49 years	Nā Makuahine	(The Adult Women)
50 - 69 years	Nā Kupunahine	(The Gracious Women)

In 2024, the women falling into the Nā Makuahine group is eligible to enter the pageant. Additionally, contests for the following age groups are held annually, with one participant chosen from each category.

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 the New Sanno Hotel at Minamiazabu, 4-12-20 Tokyo, Minato City, 106-0047 on Saturday, February 10 at 16:00. Doors open at 15:30. It is the year of Nā Kupunahine. One Queen and 8 princesses will be selected.

2024 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 50 to 69 years of age within the 2024 calendar year. Proof of age is required. (birth certificate, passport, or driver's license).

II. CONTEST RULES AND REQUIREMENTS

1. Submit a completed 2024 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 Saturday, December 9, 2023 at at Hawai'i Aloha Academy, located at 133-0056, Tokyo-to, Edogawa-ku, Minami Koiwa 7-32-13 Seiwa Building, at 18:00 - 20:00 p.m. Please do not be late.
4. All contestants are required to attend the following rehearsals:
 - January 7th, 14th, 21st & the 28th, 2024
 - February 4th, 2024
 - 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 2024 Lei Court will reign until the new court is chosen in 2025 and must attend all appearances scheduled during the reigning year including the evening when the new court is chosen.
8. All winners are required to attend the 2024 Lei Aloha Festival and participate in the Festival and Holokū Parades slated for April 20 & 21 at Fuji Park Flower Garden in Edogawa-ku.

9. All winners are required to be at and to host a table of 10 at the 16th Annual Royal Holoku Ball slated for May 11, 2024, tentatively being held at the New Sanno Hotel in Minami Azabu, Tokyo.

III. DEADLINE FOR APPLICATION

December 5, 2023 - Post to 133-0056, Tokyo-to, Edogawa-ku, Minami Koiwa 7-32-13 Seiwa Building, 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 February 9, 2024 at Hawai`i Aloha Academy.
 - 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 133-0044 Tokyo-to, Edogawa-ku, Honisshiki 2-25-8 e-mail: hawai_aloha_academy@hotmail.co.jp Web Site: <http://www.leiqueenpageant.com>