

Each year, the Miss Lei Aloha Tokyo title 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

Next year's Pageant will be held at **Curian Hall at 5 Chome-18-1 Higashioi, Shinagawa City, 140-0011** in Tokyo on Sunday, November 10, at 16:00. Doors open at 15:30. It is the year of our Makuahine. One Queen and 2 runners-up, will be selected.

2023 LEI QUEEN RULES & REGULATIONS

In Hawai'i, the lei is a symbol of friendship, goodwill, and aloha. Miss Lei Aloha Tokyo, 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 35 to 49 years of age within the 2025 calendar year. Proof of age is required. (birth certificate, passport, or driver's license).

II. CONTEST RULES AND REQUIREMENTS

1. Submit a completed 2025 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, November 24, 2024 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:
 - September 8th, 15th, 22nd & the 29th, 2024
 - October 6th, 13th, 20th & the 27th, 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 2025 Miss Lei Aloha Tokyo Pageant will reign until the new winners are chosen in 2026. Winners are required to attend all appearances scheduled during the reigning year.
8. The 1st Place Winner is required to compete in the 2025 Lei Queen Pageant held in Tokyo.

III. DEADLINE FOR APPLICATION

August 20, 2024 - Post to 133-0042 Tokyo-to, Edogawa-ku, Honishiki 2-26-8 Ph. 080-1331-0249 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.

FOR MORE INFORMATION PLEASE CONTACT US AT: Miss Lei Aloha Tokyo Pageant, 133-0042 Tokyo-to, Edogawa-ku, Honishiki 2-26-8 • Ph. 080-1331-0249 Director: Kalani Po`omaihealani
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