

May 15, 2017

September is full of entertainment and sports activities!

## HONOLULU E-Motion



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Boost the Sports & Entertainment market in Hawaii

JTB Corp.(Head Office: Shinagawa-ku,Tokyo, President & CEO: Hiroyuki Takahashi) has announced that they will start “HONOLULU E-Motion” as a campaign title for the September for two consecutive years.

~It is the new event concept flagship combining multi contents~

“HONOLULU E-Motion” is a brand new concept flagship organized by JTB throughout the month of September combining sports, music, fashion and art that would give a strong impression to all visitors to and to create bond and produce interaction of people.

JTB will vitalize Hawaii’s sports & entertainment market by the new flagship “HONOLULU E-Motion” and will make high appealing to Japanese market to make September active and lively.



~Main event is “GREENROOM FESTIVAL Hawaii”~



The flagship event of HONOLULU E-Motion 2017 is going to be “GREENROOM FESTIVAL Hawaii”. This will be the 3<sup>rd</sup> consecutive year in the island of Hawaii with the theme of art and music culture. With the concept of “Save The Beach, Save The Ocean”, it’s an event where you can enjoy art and local food, and feel the happy ocean wind at the base of Diamond Head’s Kapiolani Park.

From this year the event will expand to 2 days, gaining power than last year. JTBC will play a role as GREENROOM FESTIVAL Hawaii Executive Committee to support event and to contribute to ocean conservation.

~1<sup>st</sup> announcement for 4 performing artists from Hawaii and from Japan~

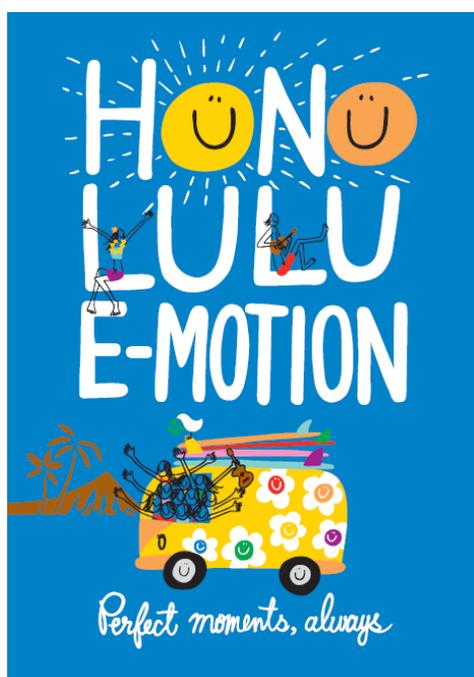


GreenRoom Festival Hawaii made 1<sup>st</sup> announcement of the artists on September 9, 2017. Line ups are “Def Tech”, a Japanese hip-hop group, “UKULELE GYPSY” (solo name of KIYOSAKU, a well-known Bass/Vo of MONGOL800). From Hawaii ”The Dukes of Surf”, a surf-rock band based in Honolulu and “Honoka & Azita”, one of the most talented ukulele duo delivering ALOHA all over the world.

More artists to be announced so stay tuned!

~September is the month full of entertainment and sports activities!~

HONOLULU E-Motion 2017 will be held throughout September. In addition to the main event “GREENROOM FESTIVAL Hawaii ’17” we’ll update latest fun events information!



\*E-Motion is a newly created word with a concept combining “Emotion” “Entertainment” and “Motion”

URL: <http://hnl-emotion.com/>

= Contact for media inquiries =

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Operating Hours : Weekdays 9:00am~5:00pm(HST)