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## FOR IMMEDIATE RELEASE

### **New Board President Takes Helm for 46<sup>th</sup> Annual Kona Coffee Cultural Festival Festival Sets 2016 Dates—Friday, November 4 through Sunday, November 13**

**Kona, Hawaii**—(March 15, 2016) Plans are underway for the 46<sup>th</sup> Annual Kona Coffee Cultural Festival under the leadership of new board president Valerie Corcoran, long time Festival board member and Festival volunteer. Corcoran previously served as 4<sup>th</sup> Vice President and has been a Festival volunteer for over 25 years. Her festival and community experience, knowledge and energy will help Hawaii's oldest food festival continue to evolve and grow.

Corcoran began volunteering with the Kona Coffee Cultural Festival in 1991 when she moved to a coffee farm and was asked to be part of the Festival's Farm Fair, a fundraiser for the Future Farmers of America. She went on to chair several of the coffee festival's 40 plus events before becoming the Festival's Operations Director last year.

"I'm excited to take up the challenge at this time in the Festival's history. I'm looking forward to devoting time to nurture many of the Festival's newer events, develop stronger relationships with our much-appreciated sponsors and volunteers, while also strengthening ties with our visitor industry" said Corcoran.

Born and raised in Kona, Corcoran grew up on a coffee farm where she worked alongside her family picking Kona's famous harvest. Her best farm memory was crafting a coffee basket from a 5 pound coffee can and climbing a ladder to pick the coffee cherry. Back then, Kona's coffee farms kept the coffee trees tall and used

large hooks to pull the branches down making it easier to hand pick the ripe coffee cherry.

With Kona coffee in her DNA, Corcoran is equally excited to announce “**Brewed from Tradition**” as this year’s Kona Coffee Cultural Festival theme. The theme speaks to the nearly 200 years of coffee tradition that has been brewing here in Kona.

The Kona Coffee Cultural Festival returns for its 46th annual celebration of Kona’s world famous coffee from November 4 through November 13, 2016. Recognized as the oldest and one of the most successful food festivals in Hawaii, Kona’s Coffee Festival includes 10 days of events that promote Hawaii’s unique culture and diversity and supports the Festival’s mission to preserve, perpetuate and promote Kona’s unique coffee heritage.

For more Kona Coffee Cultural Festival information, visit [www.konacoffeefest.com](http://www.konacoffeefest.com)

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*Note to editors:* If you are interested in additional assistance including subject interviews, please contact Laura Aquino at 808-326-7820 or via email at [laura@current-events.com](mailto:laura@current-events.com)