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Press Release for 2025 Waikiki SPAM JAM® Festival

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WAIKIKI SPAM JAM® FESTIVAL ONCE AGAIN CELEBRATES HAWAII'S LOVE FOR SPAM® *Save the date!*

(HONOLULU, Hawaii, January XX, 2025) – Waikiki SPAM JAM® Festival, presented by Outrigger Resorts & Hotels, is one of the longest-running street events in Hawaii, and celebrates SPAM® products while giving back to the community. SPAM® brand lovers can enjoy the delicious and creative SPAM® dishes from Waikiki's top restaurants while strolling the street and enjoying three stages featuring local musicians and hula halau entertainers on Saturday, **April 26, 2025, from 4 – 10 p.m.**

As with every year, there will be food and retail booths, arts and crafts, keiki activities and appearances by SPAMMY™ characters and friends. Waikiki SPAM JAM® Festival will offer a custom t-shirt for purchase. These t-shirts have become collectors' items with event participants.

Other special activities added to this year's festival include:

- A SPAM JAM® Festival pop-up shop with T-shirts and other collectible items.
- SPAM®-themed limited-edition merchandise from Eden In Love designed exclusively for this year's event.

April 19 to May 4, SPAM® dishes will be featured at various participating restaurants during the Dine-In portion of the festival. Those locations to be announced on the Waikiki SPAM JAM® website at SPAMJAMHawaii.com.

Waikiki SPAM JAM® Festival continues its philanthropic initiative in 2025 with a portion of the Waikiki SPAM JAM® Festival proceeds donated to the Hawaii Foodbank, Visitor Aloha Society Hawai'i (VASH) and the Waikiki Community Center. Last year, the festival raised more than \$49,000 for these organizations.

The Hawaii Food Bank will be onsite to accept canned food and monetary donations at locations throughout the festival.

WHAT:	Waikiki SPAM JAM® Festival
WHEN:	April 26, 2025, 4 – 10 p.m.
WHERE:	Kalakaua Avenue, between Seaside and Liliuokalani avenues
COST:	Admission is free

Mark your calendars now and stay tuned for more details on the fun of this year's Waikiki SPAM JAM® Festival!

Visit SPAMJAMhawaii.com and join the **Waikiki SPAM JAM®** social community on Twitter: @SPAMJAM or Instagram: @waikiki SPAMJAM.

Photo Courtesy: Waikiki SPAM JAM® Festival Team

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