



FOR IMMEDIATE RELEASE

## Celebrate Lei Day at the Heard Museum on April 30

*All Outdoor Activities Are Free, Including a Visit from Author and Artist Shar Tuiasoa*

April 30, 2023  
The Heard Museum

Image available at: <https://bit.ly/3ZqjYFS>.

PHOENIX – [The Heard Museum](#) is excited to invite the community to Lei Day, a free family event on April 30 from 10 a.m. to 4 p.m. In Hawaii, Lei Day is a statewide holiday celebrating Hawaiian culture. The Heard will celebrate the Aloha spirit with the [He'e Nalu: The Art and Legacy of Hawaiian Surfing](#) exhibition, and artist/author [Shar Tuiasoa](#), sharing on-site readings of her new book, "[Punky Aloha](#)," and assisting visitors through a paint-by-number mural that she designed specifically for the event.

"I am thrilled to be a part of the Heard Museum's celebration of Hawaiian art and culture through its He'e Nalu exhibition and programming," shared Tuiasoa. "It's an honor to share parts of our 'cultures of the moana (Pacific Ocean)' with a new audience. 'Punky Aloha' is all about making friends, so I am really excited that I get to spend the day celebrating Lei Day with my wonderful new friends in Arizona!"

Tuiasoa is based in Kailua, Oahu and is the owner of the [Punky Aloha Illustration Studio](#). She has created artwork for editorial clients in Hawaii, including the Honolulu Museum of Art, as well as Apple, Disney, Pixar, Sephora, Target, the New York Times and more.

In addition to meeting Tuiasoa, guests will have the opportunity to see dance groups [Na Maoli o Na Moku](#), [Kaimikahu Hale O Hula](#), and [Halau Ho'okahi I Ka Hula](#) perform in the Steele Auditorium. Hula lessons from Halau Ho'okahi I Ka Hula will also be available at 12:30 p.m. in the Monte Vista Room. Other activities include Hawaiian language lessons from [Makamae Sniffen](#), Hawaiian games, making paper or flower leis, stamping tapa designs, guided tours of the He'e Nalu: The Art and Legacy of Hawaiian Surfing exhibit and more!

"The Heard Museum has recommitted to being a premiere destination for young people and families," said Lucia Leigh Laughlin, the museum's youth and family engagement manager. "Lei Day will not only be an exciting day, but it also offers a unique way for young people to connect with the museum's art and exhibitions. We hope everyone

who joins us will visit the He'e Nalu exhibition as well as participate in the fun activities that will bring the art they see more deeply into their lives."

Families will also have access to plenty of food options including [The Heard Museum Courtyard Cafe and Coffee Cantina](#), [Emerson's Frybread](#), [10th Island Shave Ice](#), [Pacific Rim & Sushi](#), and [Wiki-licious Malasadas](#).

Lei Day is made possible by sponsors Hawaiian Airlines, SRP, Applied Materials, aps, The Molly Blank Fund, The Diane & Bruce Halle Foundation, and the Steele Foundation. The event will take place Sunday, April 30 from 10 a.m. to 4 p.m. For more information, please visit [heard.org/event/lei-day/](http://heard.org/event/lei-day/).

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#### **Notes to Editors:**

"Lei Day" will take place on April 30, 2023 at The Heard Museum in Phoenix, Arizona.

The event runs from 10 a.m. to 4 p.m.

The event is free to the public of all ages.

Photography of any kind may not be used for publication without written permission from the museum and/or artists.

Credentialed members of the media may contact a member of the marketing staff for more information concerning photography of public events or museum galleries.

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#### **About The Heard Museum:**

Since its founding in 1929, the Heard Museum, a private nonprofit organization, has grown in size and stature to become recognized internationally for the quality of its collections, world class exhibitions, educational programming and unmatched festivals. Dedicated to the advancement of American Indian art, the Heard successfully presents the stories of American Indian people from a first-person perspective as well as exhibitions that showcase the beauty and vitality of traditional and contemporary art. The Heard Museum is supported, in part, by the generosity of Heard Museum members and donors, the Arizona Commission on the Arts, and the City of Phoenix Office of Arts and Culture. In association with the Smithsonian, the Heard Museum is part of a select group of museums and cultural, educational and arts organizations that share the Smithsonian's resources with the nation. For more information, please visit [heard.org](http://heard.org).

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Follow updates on the exhibition via Facebook, Instagram and Twitter  
Use #LeiDay and @heardmuseum.

#### **Media Contact:**

Ivana Morales

973-864-4523

[ivana@evolveprandmarketing.com](mailto:ivana@evolveprandmarketing.com)



Full media kit with logos, high-resolution images, past announcements and more can be found here:  
<https://bit.ly/3yVh8ho>.