

# Community focuses on FestPac

MONICA OKADA GUZMAN

As we come toward the end of 2015, and with just a scant six months until the opening ceremonies for the Festival of the Pacific Arts, I am pleased to announce that our community is becoming more engaged and focused on this exciting event.

Just this week, Joey and Joyce Cristostomo and the Cars Plus family came on board as a Latte Level participant. As the official car dealership for the festival, they join Ambros, Bank of Guam, Matson, the Pacific Daily News, T Galleria DFS, United, KUAM, Pepsi and GTA as part of our industry exclusive sponsorships. Inclusive of cash and in-kind contributions, these generous sponsors will collectively provide well over \$1 million in support toward the successful hosting of



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FestPac.

These companies are very giving corporate partners in our island community and together they support initiatives, events and causes that benefit our residents. Whether it's Relay for Life, Catholic Social Service, Cancer Care or the University of Guam Endowment Foundation, our corporate community always steps up to the plate. And during this holiday season, there is even higher visibility for corporate giving.

The size and magnitude of FestPac is enormous and cannot be done without our entire community coming together.

There has been high interest this past month for those wishing to purchase FestPac fundraising raffle tickets. The final drawing for the \$100,000 grand prize will be held next week, Dec. 10, at Government House at 7 p.m. There is still time to try your



luck! Get your tickets at CAHA in the Terlaje Building, the governor's office or the Guam Legislature. You can also purchase tickets at Guam Premier Outlets this weekend, Saturday from 10 a.m. to 4 p.m. and Sunday from 10 a.m. to 2 p.m. Tickets also are available at Cars Plus.

## Delegation deadline gone

The deadline for submission of applications for the Guam delegation has passed. It will be Guam's largest delegation ever to the festival, with 500 members. It will also be the first time we will include members of our diaspora community from overseas.

All our committee members are now reviewing the applications and CAHA will announce the final selectees in January. It's an exciting time for our artists and cultural practitioners as we prepare to present our culture to all our brothers and sisters in the Pacific.

CAHA continues to fine-tune the programming schedule for the festival. With just over 50 artistic disciplines that will be presented during the two-week period, our schedules will most likely continue to be revised and worked on all the way up to opening ceremonies.

There are lots of moving parts in

this effort and I expect that we will be making additional adjustments as the other countries finalize their delegations.

Our first draft schedule will be completed shortly and will be posted online at [www.guamfestpac2016.com](http://www.guamfestpac2016.com).

## Pushing Guam

This week, the tri-annual meeting of the Pacific Asia Travel Association Micronesia Chapter is happening in Guam and FestPac was on the agenda. Close to 30 members from the region are attending this meeting.

The uniqueness of all our cultures is what differentiates us from other visitor destinations and what better way to market ourselves than through the festival?

The Magnificent Micronesia campaign still resonates with many people and how fortunate we are to have so many active, living yet very diverse cultures right in our backyard! Prior to the festival, Guam will be hosting the annual PATA meeting with close to 500 attendees. Some high-ranking officials of this international travel organization will be here as well.

Congratulations to the folks at Guam Visitors Bureau and to Marketing Manager Pilar Laguana for all their efforts in landing this meeting in Guam.

It will be a busy 169 days before the opening ceremony of the 12th Festival of Pacific Arts, but with cooperation and support from the entire community, the "Blue Continent will" witness the dynamic living Chamorro culture that we are so proud of.

Håfa Iyo-ta, Håfa Guinahå-ta, Håfa Ta Påtte, Dinanña' Sunidu Siha Giya Pasifiku — What We Own, What We Have, What We Share, United Voices of the Pacific!

*Monica Okada Guzman is chair of the Guam Council on the Arts and Humanities.*