



**SAMOA'S ANNUAL TEUILA FESTIVAL,  
25 AUGUST – 06 SEPTEMBER 2014, IN ITS 24<sup>th</sup> YEAR**

A true celebration of Samoan and Polynesian culture, the Teuila Festival is an annual event now in its 24th year, with many activities and shows being held across the country, particularly in Apia, Samoa's capital city. The festival is named after the bright red teuila flower, the national flower of Samoa and is frequently seen around the islands. This year's festival will be running from 25 August to 06 September. Visitors will experience Samoan dance, arts, gastronomy and even traditional tattooing. [www.teuilafestivalsamoa.com](http://www.teuilafestivalsamoa.com).

Every year thousands pour into the capital to witness the extravaganza that is the Opening Ceremony, held this year on 01 September. The opening is a proud display of Samoan culture with a floral parade, the Siva Afi fire knife dancers and native music setting the scene for a further five days of festival fun. Another spectacular display is the Chief's Fiafia show, where iconic dances and entertainment represent the cultural heritage of different South Pacific Islands.

The Festival has much in store for those who like to dabble in the creative side of things, with arts and crafts fairs providing the opportunity to partake in traditional weaving lessons, wood carving and cocktail competitions, which take place every day at the Samoa Cultural Village. Visitors can also see the long-established art of tattooing the Samoan way, a skill that has been passed down from generation to generation to create distinctive warrior-like designs. Food lovers will find their calling among the many food stalls serving up Samoa's local specialities and a traditional Umu demonstration on the Wednesday will see food served from an underground oven to feed the crowds.

There are many other activities and events taking place throughout the week including the fautasi, traditional Samoan long-boat, regatta, the Best of Samoa show, Miss Samoa Pageant and the Scotsman's Trail (a land and water based challenge where participants will traverse the island). On the last day as the festival draws to a close, visitors are encouraged to come to the official prize giving ceremony to honour all those who have participated over the week. For more information on Samoa and the Teuila Festival, visit [www.samoa.travel](http://www.samoa.travel).

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**For more information please contact:**

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**Notes to editors:**

**Samoa: The Treasured Islands of the South Pacific**

The islands of Samoa - The Treasured Islands of the South Pacific - are the true heart of Polynesia. Ten islands of stunning wild beauty, Samoa - or Independent Samoa as it is now known so as to avoid confusion with American Samoa, is paradise waiting to be explored. From powder soft beaches, to warm tropical seas, colourful coral reefs alive with marine life. The rugged, lush interiors reveal endless wildlife, waterfalls and hiking trails.

Images available upon request.