

# 57TH ANNUAL MAKAWAO PARADE



**MAKAWAO**  
TOWN ASSOCIATION



# ABOUT

*The biggest little town in Upcountry, Maui, Makawao holds a special place in many people's hearts. From ranching and paniolo (cowboy) days, to the more modern artistic shops, Makawao is a mixture for everyone.*

*Entering into its 57th year, the Makawao Parade looks to not only celebrate the town of Makawao, but all of Maui. This year we are celebrating everything paniolo. Being a paniolo is not just a hat that you wear, but it is a way of life. A life that is deeply rooted, here in our little town of Makawao!*

*One Vision - Celebrating Community!*

**MAHALO TO OUR CHAMPION SPONSOR**

# ALPHA INC.

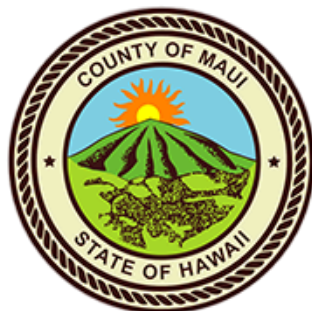
CONSTRUCTION

DRILLING

ENERGY



**MAKAWAO**  
TOWN ASSOCIATION



COUNTY OF MAUI  
OFFICE OF  
ECONOMIC  
DEVELOPMENT

# MAHALO TO OUR SPONSORS



**GOODFELLOW BROS. INC.**  
ESTABLISHED 1921

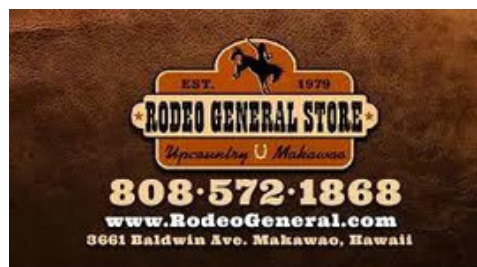


**PUKALANI  
SUPERETTE**



**4LEAF, INC.**

**BLASTING TECHNOLOGY INC.**  
ESTABLISHED 1987



# MAHALO TO OUR SPONSORS



**AKAMAI**  
BROADCASTING



**LEHUA**  
**BUILDERS**

**GTI** GROUND TRANSPORT  
INCORPORATED



Hawaiian  
Electric

**KTS**  
CUSTOMS  
DETAILING. ACCESSORIES. WHEELS. TIRES. ALIGNMENT

DORVIN D.  
**Leis co., inc.**  
MECHANICAL CONTRACTORS

CASANOVA



 **PACIFIC**  
**MEDIA**  
**GROUP**

 **minit stop**



# MAHALO TO OUR SPONSORS



Maui Hotel & Lodging  
ASSOCIATION

**black  
salt**  
CREATIVE



**WASTE PRO HAWAII** LLC



  
MUNEKIYO HIRAGA



**MAUI TRAFFIC  
CONTROL SERVICES**



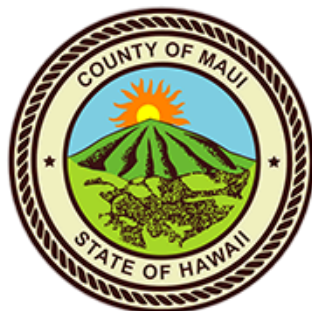
# GRAND MARSHALL

## KATHLEEN SOUZA

We are proud to recognize Kathleen Souza as our Grand Marshall for the 2025 Makawao Parade. Kathleen has been a manager of Wai Ulu Stables for over 35 years and the owner of Souza Aussies. She has dedicated her life to the paniolo community. An overall supporter of youth rodeo and with endless contributions to the community, we are so honored to recognize her this year.



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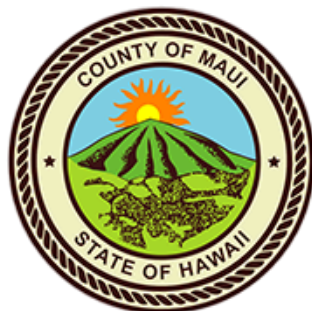
COUNTY OF MAUI  
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DEVELOPMENT

# COMMUNITY HONOREE



## PUKALANI SUPERETTE

We are proud to recognize Pukalani Superette as our Community Honoree for the 2025 Makawao Parade. Locally known as “Puk Sup”, one of Maui’s last true mom-and-pop establishments has been serving Maui for over 60 years. From supporting our local farmers and businesses, to the continuous support of our community. Mahalo nui Pukalani Superette and the Nakashima ‘Ohana!





# PARTICIPANTS

*Makawao Town*  
*Saturday, June 28, 2025*  
*9am - 12pm*

## KOA PUNA

*Motorcycle Club*

## COLOR GAURD

*Boy Scouts of Makawao - Buddhist Temple*

## OSKIE RICE EVENT CENTER

*Stampede Queen 2025 - Zoe Asue*  
*Upcountry's leading event center*

## KAONOULU RANCH

*Long standing Upcountry, Maui Ranch*

## MAUI YOUTH RODEO

*Training arena champions and Raising Life Champions*

## MAHI PONO LLC

*Maui's diversified agricultural company*

## KTS CUSTOMS

*Vehicle services since 2012*

## MAUI MUSTANG U10 CHAMPIONS

*Hawaii Champions w/Marty Dread*

## MAUI CLASSIC CRUISERS

*All the classic rides*



# PARTICIPANTS

*Makawao Town*  
*Saturday, June 28, 2025*  
*9am - 12pm*

## GRAND MARSHALL

*Kathleen Souza*

## MAUI POLICE DEPARTMENT

*SWAT*

## MAUI FIRE DEPARTMENT

*Kula Station*

## OCEAN SAFETY

*Lifegaurds*

## MISS MAUI TEEN USA & MISS MAUI

## USA PRINCESS PRE-TEEN 2025

*Malie Olaitiman & Khloe-Joe Teixeira*

## MISS VALLEY ISLE TEEN USA & MISS

## MAUI USA PRINCESS LITTLE 2025

*Nevaeh Takushi & Zya Kekiwi*

## THOMPSON RANCH

*Maui generational family ranch*





# PARTICIPANTS

*Makawao Town  
Saturday, June 28, 2025  
9am - 12pm*

## GROUND TRANSPORT INC.

*Hawaii's group transportation for over 33 years*

## MAUI SHRINE CLUB

*100 years of supporting Maui's keiki*

## DLNR

*Department of Forestry and Wildlife*

## KULA KAIAPUNI MA PAIA

*Maui's Hawaiian immersion keiki*

## ALPHA INC.

*Champion Donor - Locally owned and operated servicing  
Maui in Construction/Drilling/Energy*

## COMMUNITY HONOREE

*Pukalani Superette - Nakashima 'Ohana*

## MOMENTUM DANCE MAUI

*Dance studio for all ages and levels*

## RC WINDOW CLEANING

*Maui's premier window cleaning service provider*



# PARTICIPANTS

*Makawao Town  
Saturday, June 28, 2025  
9am - 12pm*

## MAUI KEIKI PA'U UNIT

*Keiki Riders*

## MAUI POLO CLUB

*Established in 1988*

## MAUI GOLD

*Hawaii's famously sweet pineapple for over 50 years*

## SOLAR BRITE MAUI

*Solar panel cleaning*

## SURFING GOAT DAIRY

*Maui's largest commercial goat dairy*

## MAUI HUMANE SOCIETY

*Protecting and saving the lives of Maui's animals*

## KAMEHAMEHA DAY PRINCESS

*Tiara Perdido Ampong - Princess of Hawai'i Island*

## HALEAKALA NATIONAL PARK

*National park services perpetuating land and Hawaiian culture*

## ANUHEA FLOWERS

*Maui's women-owned Protea Farm*



# PARTICIPANTS

*Makawao Town*  
*Saturday, June 28, 2025*  
*9am - 12pm*

## CENTRAL MAUI BOXING CLUB

*Supporting Maui's keiki boxers*

## GOODFELLOW BROS.

*National construction industry leader for over 100 years*

## AYSO MAUI

*Youth soccer organization*

## PACIFIC BIRTH COLLECTIVE

*Birth and wellness support in Maui*

## BOBCAT OF MAUI

*Equipment company servicing Maui*

## AKAMAI BROADCASTING

*Maui's media outlet*

## SMOKEY AND THE BANDIT

*Watch out for Smokey!*

## ISLE OF MAUI PIPE BAND

*Cultural music and entertainment for over 20 years*





# PARTICIPANTS

*Makawao Town  
Saturday, June 28, 2025  
9am - 12pm*

## PACIFIC MEDIA GROUP

*Maui's media outlet*

## BACON UNIVERSAL

*Full-service equipment dealer and rental operation*

## RODEO GENERAL STORE

*Makawao's long standing deli & store*

## HISTORICAL WILLY'S JEEP

*Fred Warner*

## KUPU SPIRITS & MAUI BREWING CO.

*Hawai'i's largest craft brewery*





MAHALO  
FOR  
JOINING  
US



COUNTY OF MAUI  
OFFICE OF  
ECONOMIC  
DEVELOPMENT

CHAMPION SPONSOR

**ALPHA** INC.  
CONSTRUCTION DRILLING ENERGY

# MAKAWAO 2025

## WEEKLONG CELEBRATION



Saturday  
**JUN  
28**

**57TH MAKAWAO PARADE | HO'OLAULE'A**

9AM - 12PM

9AM - 4PM

PARKING LOCATED AT OSKIE RICE EVENT CENTER W/ SHUTTLES  
\$5 CASH ONLY

**MAHALO ALE WORKS**

LIVE MUSIC, FOOD & DRINK SPECIALS  
3PM - 9PM

Sunday  
**JUN  
29**



CASANOVA

Monday  
**JUN  
30**

**CASANOVA, MAKAWAO**

HALF RACK PORK RIBS & MORE FOR \$32.00  
KARAOKE FROM 9PM - 11PM  
5PM - 11PM

**MAKAWAO PUBLIC HOUSE**

CHILI COOK-OFF 2025  
LIVE DJ, BEER GARDEN, FOOD SPECIALS  
5PM - 9PM

Tuesday  
**JUL  
1**



Wednesday  
**JUL  
2**

**OHANA ISLAND GRINDZ**

HAWAIIAN NIGHT  
4PM - 9PM

**MAKAWAO TOWN BLOCK PARTY**

FREE EVENT  
\$5 CASH ONLY PARKING W/SHUTTLES AT OSKIE RICE  
EVENT CENTER  
530PM - 10PM

Thursday  
**JUL  
3**



Friday  
**JUL  
4**

**OSKIE RICE EVENT CENTER**

MONSTER BULL BASH

\$5 PARKING - CASH ONLY | GATES OPEN AT 3PM  
PRE-SHOW CONCERT AT 5PM | BULL BASH AT 7PM

**OSKIE RICE EVENT CENTER**  
MAKAWAO STAMPEDE PRESHOW & RODEO

11 AM - 5PM

Saturday  
**JUL  
5**



Sunday  
**JUL  
6**

**OSKIE RICE EVENT CENTER**  
MAKAWAO STAMPEDE PRESHOW & RODEO  
CHAMPIONSHIP

11 AM - 5PM