

57TH ANNUAL MAKAWAO PARADE



MAKAWAO
TOWN ASSOCIATION



2025

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

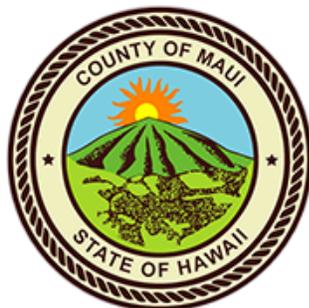
CONSTRUCTION

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

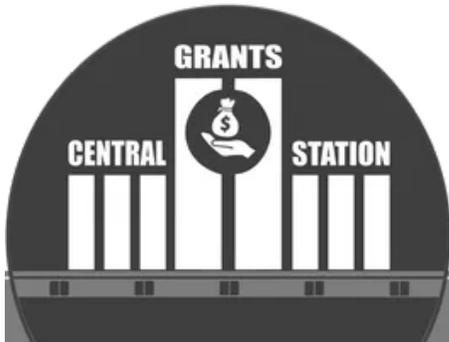


Maui Hotel & Lodging
ASSOCIATION

**black
sail**
CREATIVE

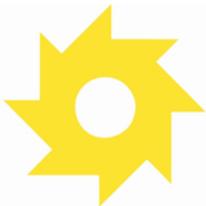


WASTE PRO HAWAII LLC




MUNEKIYO HIRAGA

ADR
ALEXANDER'S DESIGNS & REMODELING LLC
LIC. #BC-29284


SUNBELT
RENTALS®



**MAUI TRAFFIC
CONTROL SERVICES**

HARMER
COMMUNICATIONS 

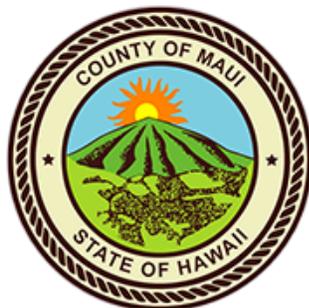
GRAND MARSHALL

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.



MAKAWAO
TOWN ASSOCIATION



COUNTY OF MAUI
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DEVELOPMENT

COMMUNITY HONOREE

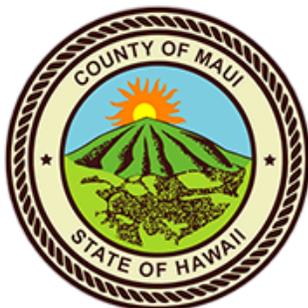


PUKALANI SUPERETTE

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!



MAKAWAO
TOWN ASSOCIATION



COUNTY OF MAUI
OFFICE OF
ECONOMIC
DEVELOPMENT



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



A man with a goatee, wearing a dark cowboy hat and a dark long-sleeved shirt, is riding a brown horse. He is smiling and has his right arm raised in a gesture. He is wearing a lei made of green leaves and pink flowers. The background shows a corrugated metal roof and a yellow tent. Large white text is overlaid on the image.

*MAHALO
FOR
JOINING
US*



COUNTY OF MAUI
OFFICE OF
ECONOMIC
DEVELOPMENT

MAKAWAO 2025

WEEKLONG CELEBRATION

CHAMPION SPONSOR



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