

The Queen Mother Pageant began in 2018 to set the stage for the golden ladies of hula. It is opened to Na Kupuna Wahine who are 70 years young and older. This pageant is held annually on the same weekend as the Lei Queen Pageant but the Queen Mother will have her own official court. She too, will reign as an ambassador of aloha for a year until she passes her crown on the next winner.

The women also compete in six categories and they are:

1. No`eau (Hula Auana)
2. Na Mea Hana Lima (Handicraft)
3. Kulana (Grace & Poise while wearing a holoku.)
4. Kūkā Kama`ilio (Interview)
5. Lei Hlwahiwa (Lei making of any style.)
6. Pāwehi (Decorate a table)

This year for the very first time the contestants will be wearing a holoku created by their respective sponsors and the gowns will be judged on their beauty. The score will go to the creator of the holoku and not to the contestant.

Contestants entering the Queen Mother Pageant are able to use the same Lei Queen application, profile and sponsor forms.