

From: [Redacted]
Subject: FW: Aruba Turns 40: The Perfect Moment to Explore Its Culture
Date: Thursday, January 15, 2026 8:55:32 AM
Attachments: [image001.png](#)
[image002.png](#)
[image003.png](#)
[image005.png](#)
[image006.png](#)

Hi [Redacted],

Please see below for our Island of Heritage pitch spotlighting Carnival 2026 which was sent out on 1/15, to 35 journalists.

Let us know of any questions!

Thanks,

[Redacted]

[Redacted]
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Sent: Thursday, January 15, 2026 9:39 AM

To: [Redacted]

Subject: Aruba Turns 40: The Perfect Moment to Explore Its Culture

Hi [Redacted],

Reaching out with a visually compelling story we think could perform well on your channels! This year, Aruba celebrates **40 years since achieving Status Aparte**, a defining milestone that helped shape the island's cultural identity and deep sense of pride. As travelers [increasingly seek](#) to make a meaningful connection with the places they visit, there's no better time to [experience Aruba beyond the beach](#).

The celebrations of Aruban pride kick off in full force with [Carnival](#) this February, followed by island-wide celebrations of national pride during [Flag & Anthem Day](#) in March, and a creativity showcase at the [Aruba Art Fair](#) in the fall. This anniversary year offers a timely lens to explore the stories, traditions, and community that define the One Happy Island today.

Would this be a fit for your coverage? Below you'll find more information on some of this year's standout cultural moments and you can download hi-res images [HERE](#).

Thank you,

[Redacted]

Immersive Cultural Events	
	<p>Children's Grand Carnival Parade (Feb. 1)</p> <p>On February 1, the One Happy Island's youth take center stage in downtown Oranjestad, bringing together all of the island's Carnival groups for the Children's Grand Carnival Parade. Beginning at 1 p.m., hundreds of children fill the streets, showcasing vibrant costumes and energetic dance performances.</p>



Aruba's Lighting Parade (Feb. 7)

Aruba's favorite evening Carnival event is a dazzling spectacle, with thousands of lights woven into costumes, floats, and road pieces, creating an even more striking and unforgettable display.



Aruba's Grand Carnival Parade (Feb. 15)

Carnival reaches its grand finale as Aruba's biggest and longest parade makes its way through Oranjestad starting at 12 p.m. Spectators celebrate all day alongside colorful floats and feather-clad dancers, before the midnight burning of King Momo brings the festivities to a close.



National Anthem and Flag Day: 40th Anniversary (Mar. 18)

Arubans proudly celebrate their "Status Aparte" each year on Flag & Anthem Day, a national holiday filled with cultural pride and tradition. The centerpiece of the celebration is an impressive folkloric production at Plaza Betico Croes in Oranjestad, accompanied by island-wide events highlighting local gastronomy, music, sports, and family-friendly activities. It's a vibrant day that showcases Aruba's heritage and community spirit.



Aruba Art Fair (Sep. 5-7)

Each September, Aruba's creative spirit takes center stage at the Aruba Art Fair, transforming the streets of San Nicolas into a lively celebration of art and culture,



where visitors can watch artists bring new murals to life, enjoy live performances, and browse dozens of art pop-ups throughout the city.

This material is distributed by Zeno Group, Inc. on behalf of Aruba Tourism Authority. Additional information is available at the Department of Justice, Washington, DC.

