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NEWS RELEASE

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HTA AWARDS \$600,000 TO ORGANIZATIONS THAT PERPETUATE HAWAIIAN CULTURE

HONOLULU—The Hawai'i Tourism Authority (HTA), the state agency for tourism, with guidance from the Hawaiian Cultural Program Advisory Council (HCPAC), has selected 27 programs to receive funding through its Kūkulu Ola – Living Hawaiian Culture Program (LHCP) in 2010 (see attached for a list of the awardees).

“The Hawaiian culture is an integral part of our islands’ identity that sets us apart as a special and unique visitor destination,” said Mike McCartney, HTA’s President and Chief Executive Officer. “HTA remains committed to supporting programs that respects, perpetuates and preserves the Hawaiian culture for both visitors and residents.”

The programs selected address the goal of the Hawaiian Culture Strategic Initiative “to honor and perpetuate the Hawaiian culture and community,” as articulated in the *Hawai'i Tourism Strategic Plan: 2005-2015 (TSP)*. The purpose of the LHCP is to support programs that help to honor and preserve the Hawaiian culture, demonstrate collaborative efforts with a high degree of community support and involvement, exhibit depth and breadth of experience in performing similar work, and has an adequate plan for sustainability into the future.

The Hawai'i Tourism Authority was created in 1998 to ensure a successful visitor industry well into the future. Its mission is to strategically manage Hawai'i tourism in a sustainable manner consistent with our economic goals, cultural values, preservation of natural resources, community desires, and visitor industry needs. For more information, please visit www.hawaii-tourism-authority.org.

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Organization	Project/ Program Title	Project /Program Description	Island (s)
‘Aha Pūnana Leo	‘Āha‘i ‘Ōlelo Ola - Cultural Tourism	The major goal of this project is to increase viewership for the Hawaiian language news program, ‘Āha‘i ‘Ōlelo Ola, in an effort to add cultural value to the visitor experience and help to distinguish Hawai‘i as a culturally unique visitor destination. A Japanese subtitled version of the show will also be produced.	O‘ahu, Maui, Hawai‘i, and Kaua‘i
Arizona Memorial Museum Association (Pearl Harbor Memorial Fund)	Exhibit Fabrication & Installation at the new Pearl Harbor Memorial Museum & Visitor Center	Design, fabrication and installation of two exhibits that highlight the Native Hawaiian historical significance of Pearl Harbor, as part of new museum exhibits and interpretive displays relating to the history of O‘ahu and Pearl Harbor at the new Pearl Harbor Memorial Museum & Visitor Center.	O‘ahu
Bishop Museum	E Kū Ana Ka Paia: Unification, Responsibility and the Kū Images	Two of the three largest Kū images in the world will be united for a special exhibit: the image from Hawai‘i and one from London. The exhibition in Bishop Museum’s Hawaiian Hall will include an opening, symposium, and viewer’s guide and will be open to the public between June 2010 and September 2010.	O‘ahu
Bishop Museum	Māla Kalo	This project entails the replanting of an entire collection of 70 Hawaiian kalo varieties at the Captain Cook site. An interpretive panel, workshops, and community outreach activities will be implemented. A kalo apprentice will be recruited to give poi making demonstrations at the Amy B.H. Greenwell Ethnobotanical Garden.	Hawai‘i
Hale Kū‘ai Cooperative	Maoli Art in Real Time	Maoli Art in Real Time Exhibits at the Hawai‘i Convention Center will feature contemporary Native Hawaiian artists who exemplify the vibrant traditions and culture of Hawai‘i. Convention-goers will be able to enjoy and purchase the artworks in a relaxing environment.	O‘ahu
Hale Mua Cultural Group, Inc.	2010 Kamehameha Festival	A one-day festival, free to the public, to honor the memory of Kamehameha and to build bridges of understanding and harmony between Hawai‘i’s host culture, multicultural community and visitors. The festival will feature hula, music, oli (chant), arts and crafts, cultural presentations, and ‘ono food.	Hawai‘i

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Harold L. Lyon Arboretum	He Paepae Na'auao Project - the B. Krauss Hawaiian Ethnobotanical Garden, A Foundation of Learning	Construction of a Hawaiian hale in the B. Krauss Hawaiian Ethnobotanical Garden at Harold Lyon Arboretum which will serve as a gathering place for cultural workshops, including topics such as Native Hawaiian plants and their role in the Hawaiian community.	O'ahu
Hawai'i Book and Music Festival	The Alana Project	A two-day festival in May to honor classic Hawaiian culture and to address questions facing the Hawaiian Community. Books about Hawaiian culture will be presented with panels and presentations of hula, oli, mele and lua.	O'ahu
Hawai'i Capital Cultural Coalition	Hawai'i Capital National Heritage Area Establishment	The goal of this project is to achieve a designation as a National Heritage Area for the concentration of heritage resources found in the ahupua'a of Honolulu/Kapālama. A Web site, outreach collateral and community meetings will be used to increase public knowledge, stakeholder buy-in and partnerships.	O'ahu
Hawai'i FFA Foundation	Kohala Cultural Learning Project	This project will provide mentorship and instruction to Kohala youth and their families on traditional Hawaiian cultural practices through the propagation of Kalo and traditional saddle-making. Youth docents and families will then be able to share this knowledge with visitors through hands-on workshops and tours.	Hawai'i
Hawai'i Forest Industry Association	Ka Pilina Poina 'Ole "Connection Not Forgotten"	This one-year cultural education and volunteer stewardship program at Ka'ūpūlehu Dryland Forest and Kalaemanō Cultural Center in North Kona will include cultural talk stories sessions, interpretive audio stations and brochures, learning guides, and Web resources.	Hawai'i
Hui Ho'oniho	Ola 'Ai'ōpio	The goal of this project is to complete various studies to satisfy an environmental assessment for a three-year project to rehabilitate 'Ai'ōpio Fishtrap, located in Kaloko-Honokōhau National Park. Experts in biology and archaeology will be consulted for these studies.	Hawai'i
Hula Preservation Society	Saving the Hula 'Ohe	This project is aimed at the preservation of the rare ancient hula 'ohe, or nose flute hula. It will involve documenting elders' knowledge of hula 'ohe, creating an educational program, conducting workshops and performances statewide, and designing an application/selection process for a long-term intensive program for Kumu Hula.	State-wide

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Jalpak International Hawai'i, Inc.	9th Annual Hula Ho'olauna Aloha	A three-day event in July, in its 9th year, to attract those who love the hula and are eager to learn more about the Hawaiian culture from Japan and Hawai'i. Events include a Hō'ike at the Ala Moana Center, competitions and workshops at Royal Hawaiian Center, and a celebration at the Pacific Beach Hotel.	O'ahu
Ka 'Aha Hui Na'auao	Ka Papa 'Oihana: Perpetuating Traditional Hawaiian Knowledge, Cultural, and Natural Resources	A free course in Waimea Valley, taught by respected experts, to teach individuals of all ages including Native Hawaiians and at-risk youth about wood sculpting of sacred temple images. In addition to history and wood sculpting techniques, activities will also focus on language, chants, and oral traditions in an outdoor class setting.	O'ahu
Kīpahulu 'Ohana, Inc.	Kapahu Living Farm	The goal of this project is to increase production of kalo and other Polynesian introduced crops (e.g. mai'a, 'uala, kō, wauke) from Kapahu Living Farm. Educational programs related to the operation of the farm will be provided to local schools and visitors who will participate in all aspects of the farm. Participants will also hike to special areas and interact with kūpuna, organic farmers and environmental experts.	Maui
Lyman House Memorial Museum dba Lyman Museum	Hawaiian Featherwork: Lei Hulu of Hilo	Installation of a full exhibit of lei hulu and other examples of Hawaiian featherwork at the Lyman Museum's main building to honor, support and perpetuate this unique Hawaiian art form and its cultural practitioners. Demonstrations by cultural practitioners of the art, and training of museum staff and docents will also be implemented.	Hawai'i
Maui Arts & Cultural Center	Kū Mai Ka Hula	A hula competition scheduled to be held at Maui Arts & Cultural Center in September 2010. Participants from Japan and Hawai'i will be competing in four divisions: kūpuna, kāne kahiko & 'auana; wāhine kahiko & 'auana; solo kāne kahiko & 'auana; solo wāhine kahiko & 'auana.	Maui
Nā 'Aikane o Pu'ukoholā Heiau	Ho'oku'ikahi i Pu'ukoholā Heiau 2010	The goal of this project is the restoration of Pu'ukoholā Heiau, one of the highest visitor attractions on Hawai'i Island. Workshops will be conducted to create implements and vestments for ceremonies, docents will be trained for eco-tours of the site, and signage for native plants will also be installed.	Hawai'i

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Nā Kama Kai	Nā Kama Kai Waikīkī Ocean Clinic	Free ocean safety and awareness clinics in Waikīkī will be held in June 2010 to bring locals and visitors together to experience Native Hawaiian ocean culture with some of the best watermen in the islands. The program will educate participants about Hawaiian culture and how to enjoy Hawai‘i’s beautiful beaches in a safe manner.	O‘ahu
Nā Pualei O Likolehua	Nā Lani ‘Ehā	This performance at Mamiya Theater combines oli, mele and hula to honor King David Kalākaua, Queen Lydia Līli‘uokalani, Princess Miriam Likelike, and Prince William Leleiohōkū, the four royal siblings who are highly regarded in the Hawaiian community as accomplished musicians and prolific composers. A book will also be made which will include many of their compositions.	O‘ahu
Nā‘ālehu Theatre, Inc.	Hawaiian Performing Arts Reinvestment and Community Outreach Program	This project will provide a year of free public performances and workshops statewide for communities and schools with special outreach to high at-risk homestead communities. Up-close interaction with Hawai‘i’s master musicians aim to renew interest in Hawaiian cultural arts and traditions, as well as to enhance the visitor experience.	State-wide
No‘eau Consulting, Inc.	Nā Mele No Nā Pua . . . Hawaiian Music Heritage Series	A concert series taking place every Sunday afternoon on the Plaza Stage of the Waikīkī Beach Walk Shopping Center will feature Hawaiian music as well as a variety of other genres. All performances are free and open to the public and will be broadcast live on AM940.	O‘ahu
PA‘I Foundation	MAMO: Maoli Arts Month 2010	A month-long celebration of Native Hawaiian art and artists in May will create economic opportunities for Native Hawaiian artists and cultural practitioners by increasing their presence in museums and galleries and will educate locals and visitors about Native Hawaiian art. Events include a Native Hawaiian Arts Market and Keiki Art Festival, Gallery Shows, and a Wearable Art Show.	O‘ahu
Papahana Kuaola	Hō‘ale‘ale Kapuna Workshops	Workshops for Hawai‘i residents and visitors to learn the traditions of uhau humu pōhaku (dry stack masonry), lo‘i kalo construction, and ku‘i kalo (pounding taro). Participants will learn protocols and mālama ‘āina principles related to each activity.	O‘ahu

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The Kohala Center	Puana Ka 'Ike and Lā 'Ike	This goal of this lecture series at Kahalu'u Bay and other locations around the island is to provide accurate information about authentic Native Hawaiian knowledge and practices with high quality speakers, presentations, and demonstrations in a setting that welcomes residents and visitors alike. Selected lectures and presentations will be videotaped in order to reach a broader audience through webcasting and DVDs.	Hawai'i
University of Hawai'i (School of Travel Industry Mgmt.)	Cultural Bridge Training Program	This project aims at developing a cultural training program to disseminate accurate and culturally appropriate information on host culture to tour operators and associated business entities that specialize in Chinese and Korean visitor markets in anticipation of future growth of these markets to Hawai'i.	O'ahu