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Hawai'i Tourism Authority Supporting 128 Hawaiian Culture, Environment and Community Programs in 2017

Funding Supports Kūkulu Ola, Aloha 'Āina, and Community Enrichment Programs

HONOLULU – The Hawai'i Tourism Authority (HTA) announced today that funding support is being awarded this year to 128 programs statewide that are helping to perpetuate Hawaiian culture, preserve Hawai'i's natural resources, and present community festivals and events.

Altogether, HTA is providing more than \$3.3 million in funding to organizations committed to supporting Hawai'i's legacy through the three components of its Product Enrichment Program (see the listing of awardees below).

- Thirty-one (31) Hawaiian culture-based programs are receiving funding support from HTA through its Kūkulu Ola Program.
- Thirty (30) environment-based programs are receiving funding support from HTA through its Aloha 'Āina Program.
- Sixty-seven (67) community-based programs are receiving funding support from HTA through its Community Enrichment Program.

George D. Szigeti, HTA president and CEO, said, "HTA's funding is supporting organizations devoted to enriching and strengthening our communities through exceptional and memorable experiences for residents and visitors. We are proud to support the groups and volunteers who make these programs possible, and admire their efforts to share the Hawaiian culture, protect our precious environment, and host community festivals that showcase Hawai'i's distinctive appeal."

HTA's Kūkulu Ola Program provides support to community groups, practitioners, craftsmen, musicians, and artists whose efforts are perpetuating the Hawaiia

n culture. Kūkulu Ola focuses on nurturing a greater understanding and appreciation of Hawaiian culture through place-based activity engagement. Founded on the value of ma ka hana ka 'ike (in working one learns), Kūkulu Ola assists organizations steeped in 'ike Hawai'i to expand their ability to share within communities the Hawaiian values inherent in each respective practice.

HTA's Aloha 'Āina Program supports efforts that manage, protect and revitalize Hawai'i's natural resources through a community-based approach. Aloha 'Āina aims to instill a greater sense of respect, awareness and responsibility to maintain Hawai'i's unique natural resources and environment. Aloha 'Āina also focuses on restoring the value of stewardship by assisting community entities that emulate and prioritize 'āina-kānaka relationships and knowledge.

HTA's Community Enrichment Program supports projects, festivals and events in the niche areas of cultural tourism, eco-tourism, agri-tourism, edu-tourism, health and wellness tourism, sports and techno-tourism throughout the State. The program was created to support groups providing quality resident and visitor experiences, and to strengthen and diversify Hawai'i tourism.

TABLES OF AWARDEES

KUKULU OLA PROGRAM		
Organization	Project Title	Website
Island of Hawaii		
Edith K. Kanakaole Foundation	Hale Hookipa	www.edithkanakaolefoundation.org
Hawaii Forest Institute	Pilina Poina Ole "Connections Not Forgotten"	www.hawaiiiforestinstitute.org
Kohala Institute	KI Tours: Kauhale Tours and Workshops	www.kohalainstitute.org
Laupahoehoe Train Museum	Hawaiian Cultural Center of Hamakua	www.thetrainmuseum.com
Na Kalai Waa	Hanauna Ola: Sustaining the Generations Through Voyaging	www.nakalaiwaa.org
Pohaha I Ka Lani	Malama Napoopoo	www.pohahaikalani.com
Pohaha I Ka Lani	Hoola la Koaekoa	www.pohahaikalani.com
Oahu		
Bernice Pauahi Bishop Museum	Hulia Ano: Inspired Patterns	www.bishopmuseum.org
Hawaiian Mission Children's Society dba Hawaiian Mission Houses	Nani Ke Ao Nei, A Music Series	www.missionhouses.org
Hiipaka LLC	Na Poe Hana Noeau (Waimea Valley Visiting Artist Program)	www.waimeavalley.net
Hookuaaina	Kukuluhou Internship Program	www.hookuaaina.org
Kalihi-Palama Culture & Arts Society, Inc.	42nd Annual Queen Liliuokalani Keiki Hula Competition	www.keikihula.org
Naalehu Theatre	Hawaiian Music Masters Youth Outreach & Community Reinvestment	www.gabbypahinui.com
Paepae o Heeia	Ku Hou Kuapa	www.paepaeoheeia.org
Searider Productions Foundation	Family Ingredients (Malama-Themed Programming)	www.seariderproductions.com
The Estria Foundation	Mele Murals	www.estria.org

Organization	Project Title	Website
Waimanalo Canoe Club	Waa Koa Restoration	www.waimanalocanoeclub.org
Waimanalo Market Co-op	"Ka Mea Ai Pono" a Wellness Initiative	www.waimanalomarket.com
Kauai		
Kumano I Ke Ala	Ma Uka Eco-Village Experience	n/a
National Tropical Botanical Garden	E Hoi Hou O Haloa: Returning Loi to Lawai Ahupuaa	www.ntbg.org
Maui		
Hana Arts	Hana Legends	www.hanaarts.org
Holani Hana Inc.	Hoomau I Ka Hale Kahiko	www.holanihana.org
Hui Noeau	Art with Aloha 2017	www.huinoeau.com
Lanai Culture & Heritage Center	E Ike Hou ia Lanai - Cultural Literacy Initiative	www.lanaichc.org
Ma Ka Hana Ka Ike Building Program	Hoi Ia Haloa	www.hanabuild.org
Maui Arts & Cultural Center	Celebrate Hawaii	www.mauiarts.org
Na Leo Pulama O Maui, Inc.	A Living Hawaiian Language - It's Our Kuleana	naleopulama.tripod.com
Molokai		
Ka Honua Momona	Ke Alaula Ohana Workshops	www.kahonuamomona.org
Molokai Arts Center, Inc.	Hawaiian Arts "HA" Program	www.molokaiartscenter@gmail.com
Various		
Makauila, Inc.	The Great Navigators of Island Earth	www.makauila.org
Mana Maoli	The Mana Mele Project	www.manamaoli.org

ALOHA AINA PROGRAM		
Organization	Project Title	Website
Island of Hawaii		
Big Island Resource Conservation and Development Council	Community-led Invasive Species Control on the Island of Hawaii	www.bigislandrcd.org/home.html
Kalanihale	Aina Momona: Perpetuating Abundant & Healthy Marine Resources	n/a
The Marine Mammal Center	Hawaiian Monk Seal Conservation and Education Program	www.tmmc.org
Oahu		
Kokua Kalihi Valley Comprehensive Family Services	Koa Aina Environmental Stewardship Project	www.hoouluaaina.com
Hawaii Forest Institute	Honolulu Zoo Children's Discovery Forest	www.hawaiiforestinstitute.org
Hawaii Marine Mammal Alliance Inc.	Stewardship of the Hawaiian Monk Seal	www.monkseals.org
Hikaalani	Hookanaka	www.hikaalani.website
Malama Na Honu	Malama Na Honu Conservation & Preservation Project 2017	malamanahonu.org
Maunalua Fishpond Heritage Center	Kanewai Spring Preservation	maunaluafishpond.org
Pacific American Foundation Hawaii Inc.	Kahuliau Elua	www.thepaf.org
Surfrider Foundation Oahu Chapter	Surfrider's Ocean Friendly Hawaii	oahu.surfrider.org
travel2change	travel2change Aloha Aina Program	travel2change.org
Waimanalo Canoe Club	Adopt a Park	www.waimanalocanooclub.org
Kauai		
Kokee Resource Conservation Program	Ecotourism Volunteers of Kokee	www.krcp.org
Kumano I Ke Ala	Aloha Aina Restoration Project	n/a
Makauwahi Cave Reserve	Tourism Improvements at Makauwahi Cave Reserve	www.cavereserve.org
National Tropical Botanical Garden	An Upgrade to NTGB's Canoe Garden Path to Make It ADA Accessible	www.ntbg.org

Organization	Project Title	Website
The Trust for Public Lands	The Kuleana Lands of Waipa	www.tpl.org/Hawaii
University of Hawaii, Office of Research Services	Kiaimoku - Bridging the Gap between Communities & Conservation	www.ors.hawaii.edu
Maui		
Hawaii Wildlife Fund	Hookipa Honu Hookuleana: A Community-Based Educational Outreach	www.wildhawaii.org
Ma Ka Hana Ka Ike Building Program	Malama Ka Waihona Aina O Hana	www.hanabuild.org
Maui Nui Botanical Gardens Inc.	Seed Storage of and Increased Community Access to Traditional	www.mnbg.org
Pacific Whale Foundation	Informing, Education and Involving the Public in Restoration of	www.pacificwhale.org
Save Honolua Coalition	Malama Honolua	www.savehonolua.org
Tri-Isle Resource Conservation & Development Council, Inc.	Leeward Haleakala Watershed Restoration Partnership (LHWRP)	tri-isle.org
University of Hawaii, Office of Research Services	Early Detection & Rapid Response to Invasive Species along Trails	www.ors.hawaii.edu
Molokai		
Ka Honua Momona	Malama I Na Loko Ia O Molokai	www.kahonuamomona.org
Molokai Land Trust	Habitat Improvements for Laysan Albatross at the Mokio Preserve	www.molokailandtrust.org
Various		
The Nature Conservancy	Protecting the Heart of Hawaii's Natural Resources	www.nature.org/hawaii
University of Hawaii	Rapid Ohia Death Seed Banking Initiative	manoa.hawaii.edu/lyonarboretum/

COMMUNITY ENRICHMENT PROGRAM		
Organization	Project Title	Website
Island of Hawaii		
Big Island Resource Conservation and Development Council	Kau Coffee Festival	kaucoffeefestival.com
Endurance Events USA	Mauna to Mauna Ultra	www.m2ultra.com
Hamakua Harvest, Inc.	Hamakua Harvest, Inc. - Annual Farm Festival	www.hamakuaharvest.org
Hawaii Institute for Music Enrichment and Learning Experiences	Steel Guitar Festivals	www.himele.org
Hawaii Island Festival of Birds	2nd Annual Hawaii Island Festival of Birds	www.BirdFestHawaii.org & www.hawaiibirdingtrails.com
Hawaii Performing Arts Festival	Marketing Development Project	www.hawaiiperformingarts.org
HawaiiCon, Inc.	HawaiiCon 2017	www.hawaiiicon.com
Kahilu Theatre Foundation	2nd Half of 36th Presenting Season, 1st Half of 37th	www.kahilutheatre.org
Kalani Honua	Hawaii Yoga Festival	kalani.com
Kona Hawaiian Quilt Museum Society	Tropical Inspiration Quilt Show	www.tropicalinspirationsquiltshow.weebly.com
Kona Historical Society	Hands on History at the Kona Coffee Living History Farm	www.konahistorical.org
Peoples Advocacy for Trails Hawaii (PATH)	Expanding Awareness of Bikeshare - A Vehicle for Visitor Health	www.pathhawaii.org
Volcano Art Center	Hula Arts at Kilauea	www.volcanoartcenter.org
Zonta Club of Hilo Foundation	Zonta Fashion Frenzy	www.zontahilo.org www.zontafashionfrenzy.com

Organization	Project Title	Website
Kauai		
Friends of the Festival of Lights	Festival of Lights	www.Kauaifestivaloflights.com
Garden Island Arts Council	E Kanikapila Kakou 2017 - "New Faces at EKK"	www.gardenislandarts.org
Hanapepe Economic Alliance	Celebrating 20 Years of Hanapepe Art Night - All Year Long	www.hanapepe.org
Hanapepe Economic Alliance	Kauai Chocolate & Coffee Festival	www.hanapepe.org
Hawaii Institute for Music Enrichment and Learning Experiences	Steel Guitar Festivals	www.himele.org
Hui o Laka	Eo E Emalani I Alakai 2017	www.kokee.org
Ka Hale Pono, Inc.	2017 7th Annual Anahola Prince Kuhio Day Celebration	N/A
Ka Imi Naauao O Hawaii Nei Institute	Heiva I Kauai 2017	www.kaimi.org
Kapaa Business Association	Coconut Festival	www.kbKauai.org
Kauai Economic Development Board	The Keeper of the Culture: E Ola Na Moololo	www.kedb.com
Kauai Museum Association, Ltd	May Day Lei Contest	www.Kauaimuseum.org
Kauai Outrigger Association	20th Anniversary Na Pali Challenge	www.koapaddler.org
Kauai Pow Wow Council	19th Annual Kauai "Powwow in Paradise"	www.Kauaipowwow.com
Ki Hoalu Foundation, Inc.	26th Annual Hawaiian Slack Key Guitar Festival - Kauai Style	www.slackkeyfestival.com
Malie Foundation	2017 Hawaiian Cultural Events and Kauai Mokihana Festival	www.maliefoundation.org
Maui Jim Inc.	Maui Jim Ocean Racing Series (MaJORS)	www.mauijim.com
National Tropical Botanical Garden	Remains of the Rainbow: Two Exhibitions of Rare Plant Photography	www.ntbg.org
Poipu Beach Foundation	New Year's Eve Celebration @ Poipu Beach Park	www.poipubeach.org
Poipu Beach Foundation	Poipu Food and Wine Festival	www.poipubeach.org
Tasting Kauai, LLC	Tasting Kauai Food Tours	www.TastingKauai.com

Organization	Project Title	Website
Maui		
Arts Education for Children Group (AECG)	9th Annual Maui Hawaii Steel Guitar Festival	www.aecg.org
Arts Education for Children Group (AECG)	Jazz Maui East Meets West 2017	www.aecg.org
Hawaiian Kamalii, Inc.	The Pailolo Challenge 2017	www.hawaiiancanooclub.org
Hui Noeau	Hui Noeau Art Exhibitions 2017	www.huinoeau.com
Japanese Cultural Society of Maui	Maui Matsuri, A Japanese Festival (17th Anniversary)	www.mauimatsuri.com
Ki Hoalu Foundation, Inc.	26th Annual Hawaiian Slack Key Guitar Festival - Maui Style	www.slackkeyfestival.com
Kristie Wrigglesworth	World Whale Day	www.pacificwhale.org
Maui Arts & Cultural Center	Maui ukulele Festival	www.mauiarths.org
Maui Arts & Cultural Center, Schaefer International Gallery	2017 Visual Arts Exhibition	www.mauiarths.org
Maui Bicycling League, Chapter of Hawaii Bicycling League	Love the West Maui Greenway Day	www.hbl.org
Maui Classical Music Festival	Maui Classical Music Festival 2017	www.mauiclassicalmusicfestival.org
Maui Historical Society / Hale Hoikeike at the Bailey House	E Pulama Mau la Maui	www.mauimuseum.org
Maui Jim Inc.	Maui Jim Ocean Racing Series (MaJORS)	www.mauijim.com
Maui Pops Orchestra, Inc.	Maui Pops Orchestra 2017	www.MauiPops.org
Napili Kai Foundation	Kuu Pua Maeole - Celebrating 50 Years, Napili Kai Foundation	
Pailolo SUP Sports, LLC	Maui SUP Cup	www.maui2molokai.com
The Lahaina Restoration Foundation	Four Chinese Festivals	www.lahainarestitution.org
Tri-Isle Resource Conservation and Development Council, Inc.	Emma Farden Sharpe Hula Festival	www.tri-isle.org
Tri-Isle Resource Conservation and Development Council, Inc.	Wailuku First Friday	www.tri-isle.org
USTA Hawaii Pacific Section	2017 Tennis Championship of Maui	www.hawaii.usta.com

Organization	Project Title	Website
Molokai		
Aha Kukui o Molokai	Molokai Canoe Festivals Kulaia	www.kulaia.wixsite.com/kulaiamolokai
Hawaiian Kamalii, Inc.	The Pailolo Challenge 2017	www.hawaiiancanoecub.org
Pailolo SUP Sports, LLC	Maui SUP Cup	www.maui2molokai.com
Oahu		
City & County of Honolulu Department of Parks & Recreation	Lei Day Celebration	www.honoluluparks.gov
Hawaii Book & Music Festival	Hawaii Book & Music Festival	www.hawaiibookandmusicfestival.com
Hawaii European Cinema	Hawaii European Cinema Film Festival	www.hawaiieuropeancinema.org
Hawaii Forest Industry Association	2017 Hawaii's Woodshow, Na Laau o Hawaii	www.hawaiiforest.org
Hawaii Korean Chamber of Commerce	16th Annual Korean Festival	www.hkccweb.org
Hawaiian Mission Children's Society dba Hawaiian Mission Houses	History Theatre	www.missionhouses.org
Japanese Cultural Center of Hawaii	New Year's Ohana Festival/Schichi Go San: Keiki Kimono Dressing	www.jcch.org
Kaneohe Business Group	Windward Hoolaulea	www.kaneohebusinessgroup.com
Ki Hoalu Foundation, Inc.	35th Annual Hawaiian Slack Key Guitar Festival - Waikiki Style	www.slackkeyfestival.com
Maui Jim Inc.	Maui Jim Ocean Racing Series (MaJORS)	www.mauijim.com
Oahu Resource Conservation and Development Council	Parade of Farms: Cultivating Community on the North Shore	www.oahurcd.org
SJ Foundation	15th Annual Waikiki Spam Jam	www.spamjamhawaii.com
Ukulele Festival Hawaii	47th Annual ukulele Festival Hawaii	www.ukulelefestival.org
University of Hawaii, Office of Research Services	Asia Pacific Dance Festival	www.ors.hawaii.edu
Waikiki Community Center	Duke Kahanamoku Beach Challenge	www.waikikicommunitycenter.org

About the Hawai'i Tourism Authority

The [Hawai'i Tourism Authority](#) is responsible for strategically managing the State of Hawai'i's marketing initiatives to support tourism. HTA's goal is to optimize tourism's benefits for Hawai'i, while being attentive to the interests of travelers, the community and visitor industry. Established in 1998 to support Hawai'i's leading industry and largest employer, HTA continually strives to help ensure the sustainability of tourism's success.

For more information about HTA, please visit www.hawaiiauthority.org. Follow updates about HTA on Facebook, Twitter (@HawaiiHTA) and its YouTube Channel.

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