

NEWS RELEASE

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25 INDIVIDUALS, BUSINESSES & ORGANIZATIONS HONORED AT THE 13TH ANNUAL "KEEP IT HAWAII" AWARDS LUNCHEON

(Honolulu, Hawaii, April 1, 2004) The Hawai'i Tourism Authority (HTA) Hawaii in conjunction with the Hawaii Visitors & Convention Bureau (HVCB) today presented the prestigious Kahili Awards to recipients from O'ahu, Maui, and the Big Island of Hawai'i at the culmination of its 13th annual Keep It Hawai'i Awards program. 13 Kahili Awards and 16 Certificates of Merit were presented during the luncheon ceremonies at the Hawaii Prince Hotel in Waikiki.

The Keep It Hawai'i program was created in 1991 as a way to formally recognize businesses, organizations and individuals who year-round work to maintain and preserve Hawai'i's unique culture.

The Keep it Hawai'i awards showcases the incredible commitment being made statewide by community-minded people and companies devoted to perpetuating Hawai'i's culture and heritage. The entrants are recognized for the work they do every day to help make Hawai'i such a uniquely exhilarating experience for our visitors and kama'aina alike.

More than 40 volunteer judges participated during a two-week period, reviewing and selecting the 25 recipients from 15 categories.

Hawaii Magazine will publish the list of Kahili and Certificate of Merit recipients in their May/June issue and, beginning in the July/August issue, an ongoing series called "Kahili Corner" highlighting two to three Kahili recipients. In the September/October issue, Hawaii Magazine will run a feature story on the Best of Show.

This year the **Best of Show** award was presented to Sophia Schweitzer & Mike Gomes for their book entitled "Kohala Aina" published by Mutual Publishing. "Kohala Aina" is a book that makes the case that the Kohala Coast ranks at the top of historic regions of the Hawaiian Islands, beginning from earliest Polynesian settlement and European contact through missionary

influence, Kahua and Parker Ranches' growth, sugar plantation dominance and the current renaissance.

KEEP IT HAWAII 2004 AWARDS

BEST OF SHOW

Best of Show - Sophia Schweitzer & Mike Gomes: "Kohala Aina" published by Mutual Publishing

ACCOMMODATIONS

Kahili Award - Kapalua Bay Hotel: "Creating Memories of Aloha Through Ho'okipa"

Certificate of Merit - Aston® Hawaii Hotels & Resorts: Aston Waikiki Beach Hotel

ARCHITECTURE

Kahili Award - American Savings Bank: Main Branch at Bishop Street

Certificate of Merit - Outrigger Waikiki on the Beach: Outrigger Waikiki's Rejuvenation

ATTRACTIONS

Certificate of Merit - Bishop Museum

Certificate of Merit - Polynesian Cultural Center: The Ali'I Luau at the Polynesian Cultural Center

ENVIRONMENTAL PRESERVATION

Kahili Award - Mauna Lani Resort: Mauna Lani Brochure: *The Plants of Kalahuipua'a Fishponds*

EVENTS

Kahili Award - Parker Ranch: 4th of July Rodeo

Kahili Award - 'Ukulele Guild of Hawai'i: Annual 'Ukulele Exhibition

Certificate of Merit - Hilton Hawaiian Village: Hula Oni E

Certificate of Merit - Hula Grill: Youth 'Ukulele Contest

HISTORIC PRESERVATION

Kahili Award - Lahaina Interpretive Plan Team: Ala Hele Mo'olelo O Lahaina - Lahaina Historic Trail

Certificate of Merit - Wailea Marriott: Ku'ula Stone

INTERNET

Kahili Award - Mauna Lani Resort: www.MaunaLaniculture.org

LITERARY ARTS

Kahili Award - The Madden Corporation: "Kamehameha - The Boy Became a Warrior King"

Kahili Award - Sophia Schweitzer & Mike Gomes: "Kohala Aina"

Kahili Award - University of Hawaii Press: "Na Lei Makamae"

MEDIA/PRINT

Kahili Award - Hana Hou! Magazine: "Making Hula History"

Certificate of Merit - Hana Hou! Magazine: "Way of the Warrior"

PERFORMING ARTS & SHOWS

Kahili Award - Polynesian Cultural Center: The Ali'I Luau at the Polynesian Cultural Center

PRODUCTS

Kahili Award - Martin & MacArthur

Certificate of Merit - Keola Beamer: "Ki'Hoalu - Loosen the Key - Keola Beamer" – film
documentary

Certificate of Merit - Polynesian Cultural Center: "Lei O Mano" displays at the Polynesian Cultural
Center

PROGRAMS

Certificate of Merit - Duke's Waikiki: Annual Ho'okahiko Award

RESTAURANTS

Certificate of Merit - Hilton Waikoloa Village: Malolo Lounge

Certificate of Merit - Tiki's Grill & Bar

SPECIAL

Certificate of Merit - Hawaii Ecotourism Association & UH Cooperative Extension Service: Ke Ala
Moa'e - The Tradewind Trail

VISUAL ARTS

Kahili Award - Hilton Hawaiian Village: Fine Art Collection -

Certificate of Merit - Joss Descoteaux: "Paddling in Hawaii" a photo essay

Certificate of Merit - Matthew Kaopio: "Hawaiian Family Legends"

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