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NEWS RELEASE

For Immediate Release: November 2, 2011
HTA Release (11-31)

HTA SEEKS TO FUND PROJECTS THAT PERPETUATE HAWAIIAN CULTURE AND PRESERVE NATURAL RESOURCES

*Free workshops to be held statewide for interested applicants of HTA's
Kūkulu Ola - Living Hawaiian Culture Program and Natural Resources Program*

HONOLULU—The Hawai'i Tourism Authority (HTA), the state agency for tourism, in partnership with the Council for Native Hawaiian Advancement (CNHA), is accepting applications for the HTA's Kūkulu Ola - *Living Hawaiian Culture* Program (HTA LHCP) and Natural Resources Program. These programs provide funding to support organizations for projects that strengthen, perpetuate and preserve the Hawaiian culture and the state's invaluable natural resources. This year, the HTA is providing \$1.4 million to support these initiatives for non-profit, for-profit and government agencies as a part of key initiatives in the *Hawai'i Tourism Strategic Plan: 2005-2015* and *The Hawai'i Tourism Authority Strategic Plan: 2012-2013*.

“This is an incredible opportunity for eligible entities to receive funding for programs and initiatives aimed to perpetuate the Hawaiian culture and preserve our precious natural resources,” said Keli'i Wilson, Director of Hawaiian Cultural Affairs for the HTA. “The natural beauty of our islands and the Hawaiian culture are part of what makes our islands so special, and the HTA is pleased to support these programs for both residents and visitors to enjoy.”

To assist individuals and organizations with the application process, the HTA and CNHA will be holding statewide workshops to provide technical assistance and training to explain the objectives of the HTA programs, including the application and award process. Registration forms for the workshops are available at <http://www.hawaii-tourism-authority.org/about-hta/hta-events/workshops/>. Information on the workshops is provided below:

Kaua'i: *Tuesday, November 8, 9 a.m.-3 p.m.*
Anahola Resource Center
4523 Ioane Road

Maui: *Wednesday, November 9, 9 a.m.-3 p.m.*
Maui Arts and Cultural Center
1 Cameron Way

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Kona: *Thursday, November 10, 9 a.m.-3 p.m.*
King Kamehameha Hotel
75-5660 Palani Road

O‘ahu: *Wednesday, November 16, 9 a.m.-3 p.m.*
Best Western Ohana Honolulu Airport Hotel
3401 Nimitz Hwy

Applications are available for pick-up at the HTA’s office (1801 Kalakaua Avenue, Level 1) or downloadable at <http://www.hawaiiitourismauthority.org/about-hta/rfps/>. Packets are also available at the CNHA’s office (1050 Queen Street, Suite 200). Proposals must be received no later than 5:30 p.m. on Dec. 2, 2011 at the CNHA’s office.

For more information about the program or to register for a workshop, contact Katie Gallagher, CNHA Community Development Specialist, at (808) 596-8155 or via email at training@hawaiiancouncil.org.

CNHA is dedicated to enhancing the cultural, economic, public policy and community development of Native Hawaiians. CNHA achieves its mission through policy advocacy, community convening, leadership development, training and technical assistance, providing access to capital, and linking resources and solutions to community challenges. For more information on CNHA, visit www.hawaiiancouncil.org.

Established in 1998, the Hawai‘i Tourism Authority, the state’s tourism agency, is responsible for strategically managing tourism to optimize benefits for Hawai‘i that integrates the interest of visitors, the community and visitor industry. Tourism is our state’s leading economic driver and largest employer and the HTA continually works to ensure its sustainability well into the future. For more information on the HTA, please visit www.hawaiiitourismauthority.org, find us on [Facebook](#) or follow us on [Twitter](#) (@HawaiiHTA).

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