



# Hawai'i Tourism Authority

Hawai'i Convention Center, 1801 Kalākāua Avenue, Honolulu, Hawai'i 96815  
Website: [www.hawaiitourismauthority.org](http://www.hawaiitourismauthority.org)

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## NEWS RELEASE

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### HTA SUPPORTS 120 COMMUNITY AND CULTURAL PROGRAMS AND EVENTS

HONOLULU—The Hawai'i Tourism Authority (HTA), the state's tourism agency, in partnership with the counties – City and County of Honolulu, County of Hawai'i, County of Kaua'i, and County of Maui, have selected more than 120 events and projects statewide to receive funding under its County Product Enrichment Program (CPEP) for 2011.

“Through programs like CPEP, the HTA is able to support community-based events that provide exceptional experiences, highlighting Hawai'i's culture and diversity for residents and visitors alike,” said Mike McCartney, president and chief executive officer of the HTA. “Initiatives such as these set our islands apart from any other visitor destination in the world, providing our visitors the chance to participate in activities, projects and events that create distinctive and memorable experiences.”

CPEP was created in 2002 as a partnership between the HTA and the counties to strengthen and diversify Hawai'i's tourism product and provide a quality visitor experience. Through the program, the four counties receive HTA funding, business assistance and other resources for tourism product enrichment activities to support projects in the niche areas of agritourism, cultural tourism, ecotourism, edutourism, health & wellness tourism, and technotourism in their respective counties.

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 on each of the program and events, please visit [www.hawaiitourismauthority.org](http://www.hawaiitourismauthority.org).

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**City and County of Honolulu**

<b>Organization</b>	<b>Project</b>
'Ukulele Festival Hawai'i	41th Annual 'Ukulele Festival
C&C Department of Parks&Recreation, C&C Honolulu	Lei Day Celebration
C&C Mayor's Office of Culture and the Arts, C&C Honolulu	MOCA Cultural Events
Chinese Chamber of Commerce of Hawai'i	62st Narcisuss Festival & Splendor of China
DB Productions, Inc	Ala Moana Sunset Cinema and Dragon Boat Festival
DB Productions, Inc	Night in Chinatown and Chinatown Open House
Forward Foundation	Hawai'i Healing Garden Festival - O'ahu
Friends of Waialua Town	Taste of Waialua
Friends of Waipahu Cultural Garden Park	Sharing the Plantation Experience
Hale'iwa Arts Festival	Hale'iwa Arts Festival - Thirteenth Annual Summer Event
Hawai'i Alliance for Arts Education	Community Celebrations
Hawai'i Alliance for Arts Education	First Friday Honolulu
Hawai'i Arts Ensemble	Hula Concert Series
Hawai'i Book and Music Festival	6th Hawai'i Book and Music Festival
Hawai'i CCIM Chapter	Hawai'i Chocolate Festival
Hawai'i Farm Bureau Federation	Farmers' Market
Hawai'i Farm Bureau Federation	Hawai'i State Farm Fair
Hawai'i First Lego League	6th Annual Hawai'i FLL Championship
Hawai'i Forest Industry Association	Hawai'i's Woodshow, Na Lā'au o Hawai'i
Hawai'i Korean Chamber of Commerce	10th Annual Korean Festival
Hawai'i Maoli (for) Ko'olaupoko Hawaiian Civic Club	Lei Day Music Festival at Windward Mall
Hawai'i Nature Center Inc.	Earth Month in Honolulu - 30 Days of Nature
Hawai'i Nature Center Inc.	Hawai'i Food & Wine Paradise
Hawai'i United Okinawa Association	29th Okinawan Festival
Hawaiian Mission Children's Society / Mission Houses Museum	1821 Missionary House Re-Interpretation Project
Hawaiian Scottish Association	30th Annual Hawaiian Scottish Festival & Highland Games
Honolulu Culture & Arts District Association	The Arts District's Street / Major Festival Program
Honolulu Gay & Lesbian Cultural Foundation	Honolulu Rainbow Film Festival

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<b>Organization</b>	<b>Project</b>
Honolulu Japanese Junior Chamber of Commerce	59th Cherry Blossom Festival
Japanese Cultural Center of Hawai'i	Multicultural Matsuri (Festivals)
Kāne'ōhe Business Group	Windward Ho'olaule'a
KBPA Foundation	Celebrate Kaimukī Kanikapila
Kī hō'alu Foundation, Inc.	29th Annual Hawaiian Slack Key Guitar Festival
Moanalua Gardens Foundation	Huakai o Kamamanui Tours
Nā'ālehu Theatre	4th Annual Gabby Pahinui Waimānalo Kanikapila
Pacific Islands Fisheries Group	Hawai'i Fishing and Seafood Festival
Polynesian Cultural Center	Polynesian Cultural Center Cultural Events
SJ Foundation	9th Annual Waikī Spam Jam
Sustain Hawai'i	2nd Annual North Shore Taro Festival
The Filipino Community Center Inc.	19th Annual Filipino Fiesta
United Chinese Society of Hawai'i	Mid Autumn Festival
University of Hawai'i	Mānoa Jazz and Heritage Festival
Wahiawā Historical Society	Wahiawā Pineapple Festival
Waimānalo Construction Coalition	Rediscover the Waimānalo Country Fair

### County of Hawai'i

<b>Organization</b>	<b>Project</b>
Big Island RC&D	Hilo Inter-Tribal PowWow & Native Heritage Days
Big Island RC&D	Ka'u Coffee Festival
Big Island RC&D	Mealani A Taste of the Hawaiian Range & Agricultural Festival
Bishop Museum	1st Annual Moku o Keawe Kapa Festival
Bishop Museum	7th Annual Grow Hawaiian Festival
East Hawai'i Cultural Council	Lei Day, He Mo'olelo o Na Lei
East Hawai'i Cultural Council	Aloha Saturdays
East Hawai'i Cultural Council	Big Island Hawaiian Music Festival
Forward Foundation	Hawaii Healing Garden~Mango Festival - 2011, Hawaii Healing Garden Statewide Festivals
Friends of NELHA	Marketing of NELHA Presentations and Tours at Keahole Point
Friends of the Palace Theater	Palace Theater's 10th Presenting Season
Hawaii Horse Owners Assn.	Panaewa Stampede Rodeo
Hawaii Performing Arts Festival	Marketing, PR, Publicity and Advertising for 2011
Hilo Downtown Improvement Assn.	11th Annual Black & White Night

Hilo Downtown Improvement Assn.	9th Annual Hilo Chinese New Year Festival
Hilo Downtown Improvement Assn.	Hilo Hula Days: 100 Days of Aloha by the Bay

<b>Organization</b>	<b>Project</b>
Hilo Orchid Society, Inc.	Hilo Orchid Society's 59th Annual Show
Imiloa Astronomy Center	Hilo Wayfinding and Navigation Festival
Imiloa Astronomy Center	2011 Merrie Monarch Festival Enrichment Program at 'Imiloa
Kahilu Theatre Foundation	2nd Half 30th and 1st Half 31st Presenting Season
Kalani Honua Inc	Puna Chefs' and Farmers' Culinary Arts Festival
Kalani Honua Inc	Puna Music Festival: Celebrating the Roots of Puna, Hawai'i
Kona Histrocial Society	Kona Portuguese Festival
Kona-Kohala Chamber of Commerce	Earth and Ocean Festival at Keauhou
Moku O Keawe Foundation	Moku O Keawe International Festival
Nā Hoa Aloha o ka Pu'uhonua o Hōnaunau	Pu'uhonua o Hōnaunau NHP 50th Anniversary Celebration
Na'alehu Theatre	2011 Expand and Promote the 9th Annual Kona Chocolate Festival
Peace Committee of Honokaa Hongwanji Buddhist Temple affiliate of the Honpa Hongwanji Mission of Hawaii	5th Annual Parade and Festival for the United Nations International Day of Peace
Redeeming Light International	Big Island Film Festival
Volcano Art Center	May Day/Lei Day Festival
Volcano Art Center	The Art and Traditions of Hula at Kilauea

### **County of Kaua'i**

<b>Organization</b>	<b>Project</b>
Friends of the Festival of Lights	Festival of Lights
Garden Island Arts Council	E Kanikapila Kākou
Hanalei Hawaiian Civic Club	May Day by the Bay
Hanapēpē Economic Alliance	Kaua'i Orchid & Art Festival
Historic Waimea Theater & Cultural Arts Center	Waimea Heritage Days
Hui O Laka	22nd Annual Banana Poka Roundup
Hui O Laka	23rd Annual Eo e 'Emalani Alaka'i Festival
Ka'imi Na'auao O Hawai'i Nei	Heiva I Kaua'i Orana Tahiti
Kamanawa Foundation	Kaua'i Polynesian Festival
Kapa'a Business Association	The Coconut Festival
Kaua'i Concert Association	4th Annual Red Clay Jazz Festival
Kaua'i Health and Wellness Association	7th Annual Inspiration Kaua'i Wellness Expo
Kaua'i Keiki and High School Rodeo Association	Waimea Roundup Rodeo
Kaua'i Rodeo Club, inc.	11th Annual Kōloa Plantation Days Rodeo

Ki-hō‘alu Foundation, Inc.	19th Annual Hawaiian Slack Key Guitar Festival-Kaua‘i Style
<b>Organization</b>	<b>Project</b>
Po‘ipū Beach Foundation	Na Lima Hāna
Po‘ipū Beach Foundation	Prince Kūhiō Celebration of the Arts
The Ka Laua‘e Foundation	E Pili Kākou I Hookahi Lāhui
The Kaua‘i Music Festival	Kaua‘i Music Festival Songwrtier Conference
West Kaua‘i Business & Professional Association	Waimea Town Celebration
Kaua‘i Visitors Bureau	CPEP Marketing
Leadership Kaua‘i	CPEP Survey

**County of Maui**

<b>Organization</b>	<b>Project</b>
Arts Education for Children Group	Maui Invitational Music Festival
Arts Education for Children Group	Aloha Peace Festival
Ebb & Flow Arts	North South East West Festival
Hana Cultural Center	Aloha Spirit: Tradition of Worship & Music in East Maui Ho‘olaule‘a
Hawai‘i Nature Center Inc.	Earth Week in ‘Īao Valley
Japanese Cultural Society	Maui Matsuri 11th Anniversary
Kapalua Maui Charities Inc.	Kapalua Wine & Food Festival
Kī hō‘alu Foundation	20th Hawaiian Slack Key Guitar Festival
Lahaina Restoration Foundation, The	Hawaiian Music Series
Lahaina Restoration Foundation, The	Lahaina Plantation Days
Lāna‘i Community Association	Lāna‘i Pineapple Festival
Maui Academy of Performing Arts	Summer Under the Stars
Maui Arts & Cultural Center	Visual Arts Exhibit Program
Maui Arts & Cultural Center	Nā Hōkū Hou
Maui Arts & Cultural Center	Kū Mai Ka Hula
Maui Arts & Cultural Center	Maui ‘Ukulele Festival
Maui Arts & Cultural Center	Kū Ka Maka
Maui Classical Music Festival	Maui Classical Music Festival
Maui Community Theater dba Maui OnStage	Theatre on the Isle
Maui Community Theater dba Maui OnStage	‘Īao Theater Special Events Series
Maui Economic Development Board, Inc.	Maui Photo Festival and Workshops
Maui Nui Botanical Garden	Guided Tours/Hawaiian Cultural Demonstrations
Maui Pops Orchestra	Maui Pops Orchestra
Native Hawaiian Hospitality Association	Celebration of the Arts – Panel Discussions
Tri-Isle RC&D Council	12th Maui Chinese New Year

