



# Hawai'i Tourism Authority

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Website: [www.hawaiitourismauthority.org](http://www.hawaiitourismauthority.org)

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## NEWS RELEASE

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### **HTA SUPPORTS 29 PROJECTS IN 2011 UNDER ITS KŪKULU OLA: LIVING HAWAIIAN CULTURE PROGRAM**

HONOLULU—The Hawai'i Tourism Authority (HTA), the state's tourism agency, is pleased to announce its selection of twenty-nine (29) community-based projects to receive funding in 2011 under its Kūkulu Ola – Living Hawaiian Culture Program (see attached listing of funded projects). This program provides funding to support organizations that enhance, strengthen and perpetuate the Hawaiian culture.

“The Hawaiian culture is what makes Hawai'i unique and sets it apart from any other visitor destination,” said Mike McCartney, president and CEO of HTA. “The Kūkulu Ola – Living Hawaiian Culture Program promotes collaboration between the Native Hawaiian community and the visitor industry, providing authentic opportunities for residents and visitors to experience our host culture.”

The programs were selected by the HTA and its Hawaiian Cultural Program Advisory Council (HCPAC) using the request for proposals (RFP) process on criteria designed to address the goals and objectives identified in the *Hawai'i Tourism Strategic Plan: 2005-2015 (TSP)* for the Hawaiian Culture initiative. The objectives include: strengthening the relationship between the visitor industry and the Hawaiian community; nurturing the Hawaiian culture by creating visitor experiences, activities and marketing programs that are respectful and accurate; and supporting Hawaiian programs and cultural practitioners, craftsmen, musicians, and other artists that preserve and perpetuate the Hawaiian culture.

For more information about the programs that received funding through HTA's Kūkulu Ola – Living Hawaiian Culture Program, please visit [www.hawaiitourismauthority.org](http://www.hawaiitourismauthority.org).

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.

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Organization	Project Title
Hāna Cultural Center	Sharing the Culture and History of East Maui
Hawai‘i Theatre Center	Ka Wā Hula O Honolulu "The Honolulu Hula Season"
Pacific American Foundation	Cultural Education & Stewardship of the Waikalua Loko Fishpond
Bishop Museum	Nā Kukui ā Pauahi: Hawaiian Hall Docent Program
Friends of Hawai‘i Volcanoes National	Hawai‘i Volcanoes National Park Cultural Festival
Hawai‘i Forest Industry Association	Ka Pilina Poina ‘Ole "Connection Not Forgotten"
University of Hawai‘i	Waikīkī Aquarium’s Seasons and the Sea
Big Island RC&D for Hawai‘i Homegrown Food Network	Ho‘oulu ka ‘Ulu-Revitalizing Breadfruit on Hawai‘i Island
Ke Kula ‘o Nāwahīokalani‘ōpu‘u	‘A‘a i ka Hula: Historical & Contemporary Representations of the Hawaiian Language
Hawaiian Sailing Canoe Association	HSCA 2011 Huaka‘i
Kalihi-Pālama Culture & Arts Society, Inc.	36th Annual Queen Lili‘uokalani Keiki Hula Competition
Kīpahulu ‘Ohana Inc.	Kapahu Living Farm
Hawai‘i Capital Cultural Coalition	Heritage Event & Cultural Organization Marketing Support
Ka ‘Ohana O Kalaupapa	Kalaupapa Traveling Exhibit
Hawai‘i Island Economic Development Board Inc.	Keauhou Heritage Corridor Phase 2
Alu Like Inc. - Native Hawaiian Library	Pūpūkahī I Holomua
Ahu‘ena Heiau, Inc.	Ahu‘ena Heiau Restoration
Nā Pualei O Likolehua	Nā Mo‘olelo O O‘ahu - Keaomelemele
Hula Preservation society	Honoring the Ancients
Wahea Foundation	Pan Pacific Hula Exhibition 2011: Hawai‘i
Keomailani Hanapi Foundation	HOEA (Hawaiian ‘Ohana for Education in the Arts)
Kaua‘i Economic Development Board dba: West Kaua‘i Technology & Visitor Center	The Keepers of the Culture
Makauila	Pana ‘āina
Puakea Foundation of Hawai‘i, Inc.	Sharing Hawai‘i’s Canoe Culture with Hawai‘i’s Residents & Visitors
Maui Arts & Cultural Center	Kulanihāko‘i - Living Waters
Pasifika Foundation Hawai‘i	Community-based Host-Visitor Project: CBHV 4 - Ka Welina Network Expansion
Makani Hou o Kaloko-Honokohau	Nā Leo Kahiko Cultural Live in Center - Kūpuna Conference
Friends of Kahana	Canoe Restoration Project
Tropidilla Productions LLC	Honoring and Perpetuating the Hawai‘i Paniolo Culture and Community