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Hawai'i Tourism Authority Supports the University of Hawai'i Men's Volleyball Team in Orange County, April 20-22

HONOLULU – The Hawai'i Tourism Authority (HTA) is proud to support number-one ranked University of Hawai'i (UH) men's volleyball team during the 2023 OUTRIGGER Big West Men's Volleyball Championship, presented by the Hawaiian Islands, at the Bren Events Center in Irvine, California.

"HTA congratulates the UH men's volleyball team, coaches, staff and the loyal fans for yet another exciting season. We are proud to support Hawai'i's student-athletes as they represent our home," said John De Fries, HTA's President and CEO.

Through its ongoing partnership with the UH Alumni Association, HTA is also supporting the official pre-game Aloha Rally alongside Outrigger Resorts & Hotels for UH alumni and West Coast friends on Thursday, April 20.

De Fries added, "These partnerships allow us to support our home team, UH alumni and West Coast residents, and strengthen The Hawaiian Islands' brand in our largest visitor source market where we continue to educate potential visitors about traveling mindfully by sharing our message of mālama Hawai'i."

HTA is also providing lā'ī (ti leaf) for fans to wave during the tournament. The first UH game will be held at 5:00 p.m. PT on Friday, April 21 against the winner of the UC Santa Barbara and UC San Diego match-up. For the tournament schedule and to view the live videos, visit: <https://bigwest.org/tournaments/?id=92>

In 2020, HTA became the official corporate partner and presenting sponsor of the Big West. Now in its third year of the partnership, HTA's sponsorship includes the Big West Conference for men's and women's championship basketball, as well as men's volleyball.

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About the Hawai'i Tourism Authority

The Hawai'i Tourism Authority is the state agency responsible for representing The Hawaiian Islands around the world, and for holistically managing tourism in a sustainable manner consistent with community desires, economic goals, cultural values, preservation of natural resources, and visitor industry needs. HTA works with the community and industry to Mālama Ku'u Home – care for our beloved home. For more information about HTA, visit www.hawaiiitourismauthority.org or follow @HawaiiHTA on [Facebook](#), [Instagram](#), and [Twitter](#).

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