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**Los Angeles Rams and Hawai'i Tourism Authority Team Up
to Promote the Hawaiian Islands**

2019 Rams Preseason Game to be Played in Hawai'i

For More Information Visit TheRams.com/Hawaii

HONOLULU – The Los Angeles Rams and the Hawai'i Tourism Authority (HTA) are kicking off a partnership to promote tourism to the Hawaiian Islands, it was announced today.

As part of the agreement, the Rams will play a 2019 preseason game at Aloha Stadium in Hawai'i. Game details including date, time and opponent will be announced later. Fans may sign up for more information at therams.com/Hawaii.

HTA will work with the Rams to activate year-round across Los Angeles. The partnership kicked off earlier today with The Hawaiian Islands serving as the presenting sponsor of the Rams-Seahawks game at the LA Memorial Coliseum. HTA will have signage featured on Rams gamedays near the iconic torch and will air spots during the Rams gameday broadcasts on ESPNLA 710 AM. HTA also will be featured on Rams digital and social platforms, including a contest that will launch later this year for fans to win a trip to Hawai'i to see the Rams play.

"The Los Angeles Rams are a top-tier team and impressive organization, and we appreciate all they are doing to share the beauty, charm and allure of the Hawaiian Islands with their fans," said Rick Fried, board chair of the Hawai'i Tourism Authority. "The Rams preseason game next year at Aloha Stadium will be the highlight sports event of the summer in Hawai'i, and give Rams fans everywhere a wonderful opportunity to see their favorite team play in paradise."

"We are pleased to join with the Hawai'i Tourism Authority to develop opportunities for Rams fans to express their support both in Los Angeles and in Hawai'i all year round," said Los Angeles Rams EVP, Business Operations Jamie Reigle. "We look forward to bringing NFL football back to Hawai'i and hosting the first preseason game there in more than four decades. The game will be the centerpiece of a partnership aimed at strengthening the ties between the two regions and showcasing Hawai'i's virtues as a premier tourist destination."

This partnership builds on the Rams initial efforts to connect with fans in Hawai'i through the broadcast of 2018 Rams preseason games across the Hawaiian Islands.

About the Hawai'i Tourism Authority

The [Hawai'i Tourism Authority](http://HawaiiTourismAuthority.org) is responsible for strategically managing the State of Hawai'i's marketing initiatives to support tourism. HTA's goal is to optimize tourism's benefits for Hawai'i, while being attentive to the interests of travelers, the community and visitor industry. Established in 1998 to support Hawai'i's leading industry and largest employer, HTA continually strives to help ensure the sustainability of tourism's success.

For more information about HTA, please visit www.hawaii tourism authority.org. Follow updates about HTA on Facebook, Instagram, Twitter (@HawaiiHTA) and its YouTube Channel.

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