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## **Hawai'i Tourism Authority Awarding \$3.56 Million to Support 130 Hawaiian Culture, Natural Resources and Community Programs in 2019**

**HONOLULU** – The Hawai'i Tourism Authority (HTA) announced today the awarding of more than \$3.56 million in funding to support 130 programs in the Hawaiian Islands that will perpetuate Hawaiian culture, protect natural resources, and showcase community events and programs in 2019.

Funding recipients are qualified nonprofit groups, community organizations and individuals statewide who have demonstrated through proposals submitted to HTA their commitment to preserving the unmatched qualities that distinguish the Hawaiian Islands as a place to live, visit and experience.

Funding is being provided to recipients on all islands through HTA's Kūkulu Ola, Aloha 'Āina and Community Enrichment programs for usage in 2019. HTA issued a request for proposals on June 13 with submittals from applicants received by August 3.

- **Kūkulu Ola:** A total of \$1,223,000 is being awarded to 28 recipients who are perpetuating Hawaiian culture. Awardees include community groups, practitioners, craftsmen, musicians and artists committed to strengthening a broader understanding and appreciation of Hawaiian culture through place-based activity engagement. Founded on the value of ma ka hana ka 'ike (in working one learns), the Kūkulu Ola program assists recipients steeped in 'ike Hawai'i to share within communities the Hawaiian values inherent in each respective practice.
- **Aloha 'Āina:** A total of \$1,124,000 is being awarded to 28 recipients who are protecting Hawai'i's natural resources. Focused on the lasting value of stewardship by responsible community-based entities that emphasize 'āina-kānaka relationships and knowledge, the Aloha 'Āina program supports efforts to manage, conserve and revitalize Hawai'i's natural environment.
- **Community Enrichment:** A total of \$1,212,900 is being awarded to 74 recipients who are supporting quality experiences created by communities to be shared with residents and visitors. The Community Enrichment program invests in a diverse array of festivals, events and year-round programs in support of culture, education, health and wellness, nature, agriculture, sports, technology and voluntourism.

Click [here](#) for the listing of awardees receiving funding from HTA.

### **About the Hawai'i Tourism Authority**

The [Hawai'i Tourism Authority](#) 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.hawaiiitourismauthority.org](http://www.hawaiiitourismauthority.org). Follow updates about HTA on Facebook, Instagram, Twitter (@HawaiiHTA) and its YouTube Channel.

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