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Hawaiian Music Takes Center Court at L.A. Clippers Hawai'i Night

HONOLULU – All eyes were on Nā Hōkū Hanohano Award-winning recording artist Josh Tatofi tonight at the Staples Center in Los Angeles as he brought his upbeat sounds of the Hawaiian Islands to L.A. Clippers and Boston Celtics fans during a special halftime show.

Tatofi performed his new single titled "Melia" released today as part of the L.A. Clippers "Hawai'i Night" celebration. Through the support of Hawai'i's tourism industry, the performance gave those in attendance an opportunity to experience the Islands' unique culture and aloha spirit.

To kick off Hawai'i Night at the Staples Center, hula dancers from three Los Angeles-based hula hālau performed in the promenade as fans arrived. Hawai'i's own Jasmine Trias, former American Idol star, performed the National Anthem prior to tip-off.

The first 5,000 fans to enter the arena also received a Hawaiian Shirt Rally Towel, which featured a white floral print on a blue background.

As timing would have it, the University of Hawai'i Rainbow Warriors men's basketball team was also in attendance and received a warm welcome as they were recognized on the Jumbotron. The team is on its way to the Big West Tournament in Anaheim, California where they will play Long Beach State on Thursday.

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Media Note: Hawai'i Night b-roll provided courtesy of the L.A. Clippers.

B-roll of Josh Tatofi: Halftime Performance 2:16 mark - Hula Performance https://bit.ly/2XOxZOZ

B-roll of Jasmine Trias: National Anthem https://bit.ly/200o9VJ

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