

HAWAII VISITORS & CONVENTION BUREAU
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MEDIA ADVISORY

April 22, 2010

WHAT: *Dinner: Impossible – “Robert’s LOST Mission”*

WHEN: **May 19, 2010 – 7:00 p.m. HST**
Food Network: Oceanic Cable 60/Digital 321

WHO: Chef Robert Irvine, *Dinner: Impossible (Food Network)*
Executive Chef Jon Matsubara, The Royal Hawaiian Hotel

NORTH SHORE, O’AHU – Chef Robert Irvine of *Dinner: Impossible* is back in Hawai’i on a mission to feed the cast and crew of the hit ABC series *LOST*.

Robert is “stranded” on the deserted *LOST* location set of Papailoa Beach in Hale’iwa. Using food found on the beach and minimal cooking supplies, and with the help of Executive Chef Jon Matsubara of The Royal Hawaiian Hotel, Robert must figure out a way to quickly create a delicious meal for 90 hungry Hollywood types before his time runs out. Will Robert’s creativity be enough for him to succeed on his *LOST* Hawai’i mission?

The Hawai’i Visitors and Convention Bureau partnered with Starwood Hawaii to assist with the on-island filming of *Dinner: Impossible’s LOST* Hawai’i episode.

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Special note to media: The Hawai’i Visitors and Convention Bureau (HVCB) recognizes the use of the ‘okina [ʻ] or glottal stop, one of the eight consonants of the (modern) Hawaiian language; and the kahakō [ā] or macron (e.g., in place names of Hawai’i such as Lāna’i). However, HVCB respects the individual use of these markings for names of organizations and businesses.

The Hawai’i Visitors and Convention Bureau is contracted by the Hawai’i Tourism Authority (HTA), the state of Hawai’i’s tourism agency, for marketing management services in North America. The HTA was established 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 the state of Hawai’i’s economic goals, cultural values, preservation of natural resources, community desires, and visitor industry needs.

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