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HAWAII GIVING SEATTLE RESIDENTS “A THOUSAND REASONS TO SMILE”
– *Hawai'i's Sights, Sounds, Fragrances, Flavors, and Aloha Spirit Showcased in October* –

HONOLULU – Seattle residents may start feeling an itch for the tropics as *The Islands of Hawai'i* rolls out a new tourism campaign today showcasing the exotic appeal of the island's culture, natural beauty, music, and regional cuisine throughout October.

Under the alluring theme, *Hawai'i: A Thousand Reasons to Smile*, the Hawai'i Visitors and Convention Bureau (HVCB), with the support of its Island Chapters and industry partners on Kaua'i, O'ahu, Maui, and Hawai'i's Big Island, will charm Seattleites with a month-long Hawai'i promotion to show them there is so much more to the Hawaiian Islands beyond beautiful palm-fringed tropical beaches and sunshine. Details of the more than 20 **FREE** Hawai'i consumer events planned for Seattle and Hawai'i destination information can be found at GoHawaii.com/fun.

“Our goal is to uplift spirits in this difficult economy and show people that with the great travel deals being offered, there's actually no better time to visit the Hawaiian Islands for fun and relaxation and to recharge your batteries,” said John Monahan, HVCB's president and CEO.

Free consumer events ranging from music concerts at **The Triple Door** and outdoor adventure seminars at **R.E.I.**, to freshly brewed cups of complimentary Hawai'i coffee served at Bainbridge Terminal will take place throughout the city in October that are sure to get people smiling and thinking about escaping Seattle's winter cold for Hawai'i's warmer tropical climate.

Free Hawai'i Concerts at The Triple Door – Saturdays, October 3, 10, 17, 24

Hawai'i's most popular entertainers will take the stage at [The Triple Door's Musicquarium Lounge](http://TheTripleDoor.com) (216 Union Street/Phone: 206-838-4333) from 5-7 p.m. the first four Saturdays of the month to share the unique sounds of the islands with Seattle's music lovers.

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These free events are open to the public (21 years and older) and feature:

- October 3 – [Brother Noland](#) – *A contemporary Hawaiian music pioneer who plays Jawaiian, traditional Hawaiian music, slack key, and Hawaiian swing. Also well-known for his hit song "Coconut Girl."*
- October 10 – [Willie K](#) – *An award-winning and engaging, GRAMMY nominee whose music is inspired from Hawaiian, Jazz and early R&B.*
- October 17 – [Maunalua](#) – *A formidable force in the Hawaiian music scene, the award-winning group recently performed at the inaugural White House Lū'au for Hawai'i local and U.S. President Barack Obama.*
- October 24 – [Makana](#) – *Internationally rising star, he is Hawai'i's youngest slack-key guitar player and was recently voted as one of the top three guitarists in America.*

Free Hawai'i Outdoor Adventure Series at R.E.I. – Wednesdays, October 7, 14, 21, 28

The Islands of Hawai'i and *Outside Magazine* present a weekly speaker series focused on Hawai'i's diverse outdoor adventures at R.E.I.'s flagship Seattle store (222 Yale Ave. N/ Phone: 206-223-1944) on every Wednesdays in October. Hawai'i's most interesting and knowledgeable outdoor enthusiasts will share their unique and inspiring stories that bring the Hawaiian Islands to life in ways only they can describe them.

Guests will enjoy complimentary Hawai'i-inspired appetizers and refreshments as they discover more about the off-the-beaten-track side of Hawai'i from:

- October 7 – **Warren Costa**, Native Guide Hawaii, will talk about Hawai'i's volcanoes and hiking on Hawai'i's Big Island.
- October 14 – **Blake Moore**, Pacific Whale Foundation, shares colorful stories about whale watching on Maui.
- October 21 – **Joshua Comstock**, Na Pali Kayak, talks about the endless amount of outdoor recreation on Kaua'i.
- October 28 – **Todd Bradley**, C4 Waterman, and **Archie Kalepa**, extreme waterman, focus on the popularity and exhilaration of standup paddling and surfing on O'ahu.

So Much More Hawai'i Fun Around Seattle

The Hawai'i fun continues with more than a dozen **free** events taking place at Bainbridge Terminal, Bellevue Square, Colman Dock, Hawai'i General Store, Westlake Center, and aboard the Wenatchee Ferry. Seattleites will be treated to music and hula, freshly brewed coffee from the Hawaiian Islands, and a taste of local Hawai'i products as they enjoy and participate in the various events throughout the month. **For the most complete and updated calendar of events, please visit GoHawaii.com/fun.**

The "Hawai'i: A Thousand Reasons to Smile" campaign will also be seen in print, broadcast and online advertising throughout the Seattle market. People will be directed to visit GoHawaii.com/fun, a new HVCB blogsite that offers information about Hawai'i events in the Seattle area and engages them with rich Hawai'i destination content from a Seattle blogger's point of view, as well as travel deals to help plan a vacation. Also featured on the site is Hawai'i's new Internet radio channel on Pandora enabling listeners to enjoy an exclusive selection of Hawaiian music for free on their computers or mobile devices.

Additionally, HVCB is utilizing its social networking presence on Facebook (Facebook.com/Hawaii) and Twitter (Twitter.com/SharingAloha) to keep consumers engaged and updated throughout the month.

For more information about Hawai'i, the Islands of Aloha, visit GoHawaii.com/fun.

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For Hawai'i photos, please visit the HVCB Image Library at HVCB.org.

Special note to media: The Hawai'i Visitors and Convention Bureau (HVCB) recognizes the use of the 'okina ['] 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.

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