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**ALOHA PETROLEUM TO GIVE AWAY ONE YEAR OF FREE GAS  
AS PART OF NEW "CAPTURING ALOHA" VIDEO CONTEST**

*\*\* Hawaii residents encouraged to submit short videos that describe the meaning of aloha \*\**

Honolulu, Hawaii (Monday, June 24) – Aloha Petroleum, Ltd. is giving away one year's worth of gas to the person who comes up with the most creative and heartfelt definition of aloha. The challenge – which shouldn't be hard for anyone living in the Aloha state – is part of the company's Capturing Aloha Video Contest, launching today via Aloha Petroleum's Facebook's page.

"Contestants will not only have to create an awesome video that fits the contest theme, they will have to use the power of social media to promote the video within their networks. We are excited that by sharing their 'Capturing Aloha' videos, they will actually be sharing the aloha spirit – something we at Aloha Petroleum strive for in everything we do," said Larry Adams, director of sales and marketing for Aloha Petroleum. "We have already received amazing videos created by people using just their cell phones, so we encourage everyone, of all technical abilities, to participate."

Video submissions must be 30-60 seconds long, can be made using a smart phone or video camera, and must answer the question "What does aloha mean to you?" Videos can be uploaded directly to Aloha Petroleum Facebook's page.

The 10 videos that garner the most votes will be eligible to win. Judges will select the winning videos based primarily on creativity and adherence to the contest theme. The winning categories are:

- Grand Prize – Free gas for one year (\$2,600 value)
- First Runner-Up – Free gas for six months (\$1,300 value)
- Second Runner-Up – Free gas for three months (\$650 value)

Two Honorable Mention awards will also be given out, earning each recipient one month's worth of free gas (\$220 value).

Video submissions will be accepted now through July 29. Public voting runs from July 22 – Aug. 5. The 10 finalists with the most votes will be announced on Aug. 6. Winners will be announced on Aug. 13.

For more information and rules about the Capturing Aloha Video Contest, and to watch sample videos, go to: <https://www.facebook.com/alohagas>.

**About Aloha Petroleum, Ltd.**

Aloha Petroleum, Ltd. is the largest gasoline marketer in the state and a leading convenience store operator with a history in Hawaii that dates back to the early 1900s. Aloha employs over 500 Hawaii residents and markets through more than 100 Shell, Aloha, and Mahalo branded fueling stations in the state. Aloha Petroleum was recently ranked 9th among Hawaii's Top 20 companies by Hawaii Business magazine. More information is available at [alohagas.com](http://alohagas.com).

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