



FOR IMMEDIATE RELEASE

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**KO'OLAUPOKO HAWAIIAN CIVIC CLUB LAUNCHES SERIES OF
COLLABORATIVE HAWAIIAN HERITAGE EVENTS AT WINDWARD MALL**

KĀNE'OHE BAY, HAWAI'I (January 18, 2012)— Windward Mall has partnered with the Ko'olaupoko Hawaiian Civic Club to launch a series of events that aim to connect the community of Windward Oahu. The public is invited to attend “Celebrate Ko'olaupoko” at Center Court on Sunday, January 29, 2012 from 10:00 a.m. to 2:00 p.m. The event celebrates the Windward side's unique regional and cultural heritage.

“Our partnership with the Ko'olaupoko Hawaiian Civic Club is a perfect match,” said Alex Kirley, marketing manager of Windward Mall. “Windward Mall is a gathering place for Windward Oahu residents and the event seeks to connect people within the 11 ahupua'a of the Windward side. This series of events are a beautiful celebration of our culture.”

“Celebrate Ko'olaupoko” will include informative displays, speeches and musical performances from organizations within the Windward community. The growing list of participating organizations include the Ko'olau Foundation, Kailua Hawaiian Civic Club, Honolulu Police Department, Hawaiian Electric Company, Waimanalo Hawaiian Civic Club and the Department of Education among others.

Commemorating its 75th anniversary in 2012, the Ko'olaupoko Hawaiian Civic Club invites the community to participate in the collaborative effort. Interested groups may be provided with funding and are required to sign up with the Ko'olaupoko Hawaiian Civic Club and host at least one event throughout the year.

“This project gives us an opportunity to provide a venue to empower our residents to engage themselves within their heritage and to get to know the *wahi pana* in the area they reside in.” said Alice Hewett, president of the Ko'olaupoko Hawaiian Civic Club.

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The civic club successfully coordinated Celebrate Kane'ohe in 2007, which included numerous community events and raised awareness of culturally significant areas in the communities around Kane'ohe bay. Celebrate Kane'ohe concluded with over 50 events and the collaboration of 36 community partners.

For questions about volunteer services, funding and donations, please contact Mahealani Cypher, Project Coordinator at (808) 226-4195 or email malamapono@aol.com.

ABOUT WINDWARD MALL

Located at the corner of Kamehameha Highway and Haiku Road in Kane'ohe, Windward Mall offers shoppers from the Windward side and beyond a mix of national and local retailers with an emphasis on a family friendly atmosphere. Anchored by Macy's and Sears, the mall has a 10-screen stadium-seating Regal Theater, O'ahu's only children's soft-play area, plus more than 100 stores and eateries. More information is available at www.windwardmall.com.

Windward Mall is owned by Kamehameha Schools. Kamehameha Schools is a private, educational, charitable trust founded and endowed by the legacy of Princess Bernice Pauahi Bishop. Kamehameha Schools operates a statewide educational system enrolling more than 6,700 students of Hawaiian ancestry at K-12 campuses on O'ahu, Maui and Hawai'i and at 31 preschool sites statewide. Thousands of additional Hawaiian learners are also being served through a range of other Kamehameha Schools outreach programs, community collaborations and financial aid opportunities in Hawai'i and across the continental United States.

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