



FOR IMMEDIATE RELEASE

[Alexandra Kirley](#)
Windward Mall
(808) 235-1143 ext.18

MEDIA CONTACTS:
[Caroline Witherspoon](#) or
[Lisette Gonzalez](#)
Becker Communications, Inc.
(808) 533-4165

**WINDWARD MALL HOSTS INAUGURAL “PONO OLA FEST” TO ENCOURAGE HEALTHY
LIVING IN THE NEW YEAR**

**** All-Day Dance, Fitness and Health Expo****

KĀNE‘OHE BAY (January 12, 2012) –Windward Mall will dance into the New Year with its first health and fitness fair of 2012. In partnership with Windward-based dance fitness instructors and local health organizations, Windward Mall invites the community to learn about healthy living at “Pono Ola Fest,” from 10:00 a.m. until 4:00 p.m. on Saturday, January 21, 2012 in Center Court. Aimed to raise awareness about general health issues in our community, this event will also help mall-goers stay on track with their New Years resolutions.

“Pono Ola Fest” will include seven 45-minute dance fitness programs that target different age groups, a meet-and-greet with world class female athletes and a special edition of the Farmers Market by ‘Nalo Farms. Led by local dance fitness instructors, participants will learn a variety of dance-based exercises including Zumba, hula and line dancing, which are both fun and effective workouts. Local health organizations will also be in attendance to provide participants with information and resources regarding health, wellness, physical fitness, obesity-related illnesses, nutrition, diet and weight loss programs.

Participants will have the opportunity to be inspired by four beautiful and serious female athletes who participate in adventure sports here in Hawaii. The women of adventure

sports will be at Windward Mall from 11:30 a.m. to 2:00 p.m. to answer questions, sign autographs and hand out free products from SoulTrex and Planet Sun Hawaii. Additionally, shoppers will have the opportunity to buy healthy and local produce from the Farmers Market by 'Nalo Farms which will be open from 12:30 p.m. to 4:00 p.m. in the upper and lower levels of the Macy's wing.

"Pono Ola Fest is a going to be a great event. We're giving the community a chance to kick their New Years resolutions into gear by getting into great shape and learning how to stay healthy!" says Alex Kirley, marketing manager for Windward Mall. "Health and wellness are important issues in our community and we're thrilled to be able to provide the community with these valuable resources with the help of our local fitness and health experts."

Throughout the day, participants will have access to free dance fitness sessions, informational booths and numerous activities focused on healthy living.

The schedule of dance fitness programs includes:

- 10:00 a.m. to 10:45 a.m.: Zumbatomics—For Families
- 11:00 a.m. to 11:45 a.m.: Zumba Gold
- 12 noon to 12:45 p.m.: Hot Hula Fitness
- 1:00 p.m. to 1:45 p.m.: Zumba—Team Kane'ohe
- 2:00 p.m. to 2:45 p.m.: Street Jamz Workout
- 3:00 p.m. to 3:45 p.m.: Zumba—Team Kailua
- 4:00 p.m. to 4:45 p.m.: Line Dancing

Additional activities throughout the day include:

- 11:30 a.m. to 2:00 p.m.: Meet the Women of Adventure Sports:
 - Shonny Vanlandingham, 2010 Xterra World Champion Winner
 - Nina Johansson, World Class Kite Surfer and Snowboarder
 - Anna Mathisen, Top Female OC1 Paddler and Open Water Swimmer
 - Jenn Lee, First Hawaii Woman to Paddle Solo from Catalina Island to Dana Point, CA
- 12:30 p.m. to 4:00 p.m.: Farmers Market by 'Nalo Farms

For full descriptions of each dance fitness session please visit

www.windwardmall.com/events.

Exhibiting at this event is free for non-profit organizations and a nominal charge of \$100 for other organizations. Please contact [Alexandra Kirley](#) to sign up or to find out more information regarding this event.

ABOUT WINDWARD MALL

Located at the corner of Kamehameha Highway and Haiku Road in Kāneʻohe, 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.

ABOUT JONES LANG LASALLE

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