



Maui Hotel & Lodging ASSOCIATION

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31ST ANNUAL VISITOR INDUSTRY CHARITY WALK FINAL TALLY IN AT \$311,600 - Visitor Industry Gives Back to the Maui County Community -

WAILUKU, MAUI – The Maui Hotel & Lodging Association announced yesterday that \$311,600 was raised during the 31st Annual Visitor Industry Charity Walk, held this past May in Wailuku, Maui.

The Charity Walk is one of the largest single-day fundraising events in Hawaii. Statewide, nearly \$1 million was raised during walks held on Oahu, Kauai, the Big Island, Maui and Molokai. Maui continues to raise more dollars per capita than any other island. Since the Maui Hotel & Lodging Association started hosting the event in 1980, a cumulative total of over \$5.3 million was raised, benefitting numerous non-profit organizations from Maui, Molokai and Lanai.

In a special reception held at The Ritz-Carlton, Kapalua yesterday, over 80 non-profit organizations were honored in appreciation of their participation in the event. The following non-profits and businesses were singled out for their top fundraising efforts:

Non-Profit agencies raising the most funds

3rd place – Hawaii Canines for Independence - \$9,902

2nd place – Wailuku Hongwanji Preschool - \$12,069

1st place – Hale Makua - \$29,710

Businesses raising the most funds

2nd – VIP Foodservice - \$1,163

1st – Oceanic Time Warner Cable - \$3,000

Also of note, the top individual fundraiser was Mitch Mitchell representing Hale Makua who collected \$10,375; and the Royal Lahaina took in first place for the property bringing in the most at \$25,242.

“The annual Charity Walk is the Visitor Industry’s way of giving back to the community. Many MHLA property & business members work year round to raise funds for this worthy endeavor. Our industry remains committed to providing for and positively impacting the lives of the people of Maui County,” says Carol Reimann, Executive Director for the Maui Hotel & Lodging Association. “This year, we are pleased to award funds to over 80 worthy Maui County organizations from the event’s proceeds. The range of services of these recipients touches many residents’ lives from children to the elderly, from athletic organizations to service-related agencies; from health to housing. It is our goal to impact many lives by supporting a variety of charitable organizations that provide valuable services, and to ultimately improve our community.”

The Maui Hotel & Lodging Association is a nonprofit organization founded in 1987 to advocate for the Visitor Industry. The organization also provides educational opportunities via the Academy of Hospitality & Tourism and scholarships for MCC students; and benefits the community via the annual Visitor Industry Charity Walk, Excellence in Education golf tournament and Kupuna Dinner. For additional information, contact MHLA at 244-8625 or info@mauihla.org.

Mark your calendar for next year's Visitor Industry Charity Walk – May 15, 2010.

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Photo enclosed

Photo Caption: Jarvis Chun & Ryan Ouye from Wailuku Hongwanji Preschool, Donna Gomes & William Mauer of Hawaii Canines for Independence, Nancy Chaplick of Oceanic Time Warner Cable, Carlyna Nakamura & Tony Kreig of Hale Makua, and Tom Donovan VP of The Ritz-Carlton, Kapalua and Chairman of the Charity Walk were recently honored in a special reception for their top fundraising efforts during the 2008 Visitor Industry Charity Walk.

