

**WIWO'OLE MAUI BENEFIT CONCERT
MEDIA CONTACT**

Allan B. Cool-Pe'a
Pe'a Records & Entertainment
kalanipeamusic@gmail.com
c: 808.936.4730



**WIWO'OLE MAUI BENEFIT CONCERT
(LIVESTREAM) | SATURDAY, AUGUST 19, 2023**

A #MauiStrong Benefit Concert Led by Maui's Celebrated Recording Artists & Hālau

MEDIA ADVISORY | FOR IMMEDIATE RELEASE

MAUI, HI (EMBARGO TO SPONSOR PMG August 14, 2023 | 6PM-HST) *Wiwo'ole* in native Hawaiian means 'fearless, brave, bold, and courageous.' In this historic occurrence of unprecedented and catastrophic loss, the unifying and healing power of *mele* (music) has summoned Maui's celebrated recording artists and hālau to gather for the [**Wiwo'ole Maui Benefit Concert \(Livestream\)**](#) on Saturday, August 19, 2023 live-streamed from [Grand Wailea, A Waldorf Astoria Resort](#). ***Wiwo'ole #MauiStrong*** is dedicated to raising essential disaster relief funds urgently needed to support and sustain the victims of the August 8 Maui wildfires that affected communities across the island and devastated the historic town of Lahaina (traditionally known as Malu'ulu'olele).

Lahaina, originally a small fishing village, holds significance to Hawai'i as it was chosen by King Kamehameha II, to be the revered royal capital of the Hawaiian Kingdom from 1820-1845. Today, the Lahaina wildfire is now the deadliest in U.S. history in more than a century.

Wiwo'ole Maui Benefit Concert (Livestream), presented by *Grand Wailea, The Office of Hawaiian Affairs, KITV4 News, Pacific Media Group*, and emceed by, *Malika Dudley*. will be live-streamed worldwide on August 19, 2023 from 12:30 p.m. - 3:30 p.m. Hawai'i Standard Time on www.kaainamomona.org and across participating artists' social media platforms.

Proceeds from ***Wiwo'ole #MauiStrong*** will be stewarded through Native Hawaiian 501(c)(3) [Āina Momona](#) [EIN 82-1366588] at [WIWO'OLE MAUI BENEFIT CONCERT](#) and the [Maui Strong Fund](#) at The Hawai'i Community Foundation [EIN 99-0261283].

Participating Artists include GRAMMY® and Nā Hōkū Hanohano Award Winners:
(listed alphabetically. line-up subject to change without announcement)

AMY HĀNAIALI'I - [@hanaialii](#)
 CODY PUEO PATA - [@kumupu](#)
 EKOLU - [@ekolumusic](#)
 HOAKA - [@hoakamusic](#)
 KALANI PE'A - [@kalanipeamusic](#)
 KANEKOA - [@kanekoamusic](#)
 KAMAKA KŪKONA - [@kamaka_kukona](#)
 KIMIÉ MINER - [@playkimie](#)
 KŪIKAWĀ - [@kuikawa_music](#)
 PI'ILANI ARIAS - [@piilanimusic](#)
 RAIATEA HELM - [@raiateamusic](#)
 WAILOHIA - [@waiolohiamusic](#)
 HĀLAU O KA HANU LEHUA, KUMU HULA KAMAKA KŪKONA - [@halau_o_ka_hanu_lehua](#)
 HĀLAU KEKUAOKALĀ'AU'ALA'ILIAHI, NĀ KUMU HULA
 'ILIAHI AND HAUNANI PAREDES - [@kekuaokalaauailiahi](#)
 HĀLAU NĀ LEI KAUMAKA O UKA, KUMU HULA NĀPUA SILVA - [@napuamusic](#)
 AND MORE...

MEDIA NOTE:

Wiwo'ole Promotional Assets Available [Here](#):

Photo Credit: *Courtesy of Wiwo'ole and Participating Artists*

Lead **Wiwo'ole** sponsor, Grand Wailea, A Waldorf Astoria Resort, is partnering with World Central Kitchen and other hotels to prepare and provide thousands of meals to displaced individuals at shelters across Maui. The resort has also donated hundreds of sleeping arrangements to shelters, a full emergency kitchen to be used in West Maui, thousands of hygiene supplies and more. Additionally, the Hilton Global Foundation is donating a total of \$75,000 to the Maui Strong Fund at the Hawaii Community Foundation and the Aloha United Way's Maui recovery fund, with a commitment to match donations by Hilton team members up to \$100,000.

###

About 'Āina Momona

'Āina Momona is a grassroots-based and Native Hawaiian led organization that focuses on environmental resilience and social justice. Funding raised from **Wiwo'ole** will go to support Maui wildfire relief efforts by helping support and empower the impacted community as they navigate this tragedy. Funding will also support resilient rebuilding efforts. www.kaainamomona.org You can also follow 'Āina Momona on instagram at [@ainamomona](#).

About The Hawai'i Community Foundation (HCF)

The vision of the Hawai'i Community Foundation is to create an equitable and vibrant Hawai'i in which all our Island communities thrive. With our more-than-105-year history, our trusted expertise, and the generous support of donors, we are working to address the root causes of our state's most difficult challenges, including expanding access to affordable housing, conserving fresh water resources, and ensuring the healthy development of Hawai'i's young children. We focus our efforts through the CHANGE Framework, which identifies six essential sectors affecting the overall well-being of these islands and its people. HCF works in communities across Hawai'i, with offices and staff located statewide. In 2022, HCF stewarded more than 1,100 funds, established by individuals,

businesses, and organizations who share our passion for a better Hawai'i. We distributed over \$87 million in grants to the community from funds at HCF, contracts, and private foundations statewide, including scholarships assisting more than 1,000 Hawai'i students. To join us in our efforts, please visit hawaiicommunityfoundation.org and follow our social media channels on [Facebook](#), [Instagram](#), [Twitter](#), [LinkedIn](#) and [YouTube](#). For questions please contact HCF Donor Services at (808) 566-5560 or donorservices@hcf-hawaii.org.

About The Office of Hawaiian Affairs (OHA)

Established by the state Constitutional Convention in 1978, OHA is a semi-autonomous state agency mandated to better the conditions of Native Hawaiians. Guided by a board of nine publicly elected trustees, OHA fulfills its mandate through advocacy, research, community engagement, land management and the funding of community programs. Learn more at www.oha.org.

About Pacific Media Group (PMG)

Local Matters. We look to continue delivering superior, measurable results for our customers while serving our listeners, airport arrivals and web visitors with a reputable, trusted voice. We know our community across the islands matter, which is why our employees, customers and clients have equal consideration with each decision we make. With our hard work, creativity, and incredible reach, positive solutions can lift Hawai'i to new heights. www.pmghawaii.com

About Grand Wailea, A Waldorf Astoria Resort

The iconic resort consistently ranks among the world's best in leading travel and consumer reports. Nestled on 40 acres of lush, tropical gardens fronting Wailea Beach, Grand Wailea provides a range of vacation experiences: open spaces for the active vacationer, beauty and seclusion for romantic getaways, and family fun with rope swings and a jungle-style river pool. Guests also have access to a new, intimate spa experience Mōhalu Healing Garden & Beauty Lab, as well as eight restaurants, including the newly renovated Botero Lounge at the heart of the resort, and its latest oceanfront Italian dining addition, Olivine. Grand Wailea's plush accommodations include its newly renovated 777 rooms and 57 suites, as well as an enclave of 50 luxury villas at Ho'olei that each span at least 3,200 sq. ft., located nearby with access to Grand Wailea amenities. For reservations and information on what is currently available/open on property, please call 1-800-888-6100 or visit www.grandwailea.com.