

ALOHA FOR JAPAN Campaign Formally Ends

Team Effort Generates \$8 million in Donations

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Honolulu – Six months after the earthquake and tsunami that devastated Japan, the highly successful Hawaii-based ALOHA FOR JAPAN campaign formally ended with contributions to its partner charities exceeding \$8 million.

ALOHA FOR JAPAN was a Hawai`i coalition coordinated by the Office of the Lieutenant Governor and driven by Hawai`i's major banks; credit unions; and a host of island businesses, community groups, schools, public officials and individuals. Over 100 organizations were involved in this campaign, which sponsored hundreds of ALOHA FOR JAPAN events, including concerts, art shows, and other fundraising drives.

The designated charitable organizations include the Hawai`i State Chapter of the American Red Cross (ARC) and the Japan-American Society of Hawai`i (JASH). Both ARC and JASH are tax-exempt 501(c)3 organizations. Donors can continue to donate to relief efforts by contacting ARC and JASH directly.

The ALOHA FOR JAPAN group was formed a day after the Japan disaster at the behest of the Abercrombie Administration. Lt. Governor Brian Schatz immediately organized a coordinated, statewide effort to collect donations for victims of the earthquake and tsunami. The Lt. Governor's call came on the heels of an immediate outpouring of support from Hawai`i groups expressing a desire to assist the victims and their families. "This was a team effort that came from our collective hearts and shows how much we can accomplish when we work together and collaboratively," said Lt. Governor Schatz. "I'm so proud of everyone – our banks, credit unions, other businesses, community groups, nonprofits, schools and all our county mayors. Hawaii has really stepped up for our friends across the Pacific."

Virtually every bank across the state agreed to serve as collection points for ALOHA FOR JAPAN. The credit unions joined the campaign a few weeks thereafter. Colbert Matsumoto, Chairman of the Board and Chief Executive Officer of Island Insurance, led the campaign's Administrative Committee which developed the structure and overall vision of the campaign. "The tremendous outpouring of support in response to the disaster from all parts of our State affirms Hawaii's close bond with Japan and validates the values that are at the heart of the spirit of 'Aloha,'" said Matsumoto.

First Hawaiian Bank (FHB) was among the first major institutions to step forward in providing financial assistance to disaster victims. Bob Harrison, FHB President, was actively involved in developing the strategic direction of the ALOHA FOR JAPAN campaign. "The devastation from this terrible tragedy was unthinkable. The outpouring of support from the Aloha State was truly heartwarming and we were proud to have played a part by raising money in support of the relief efforts," stated Harrison. "Our two countries are linked in many ways and no amount of distance could keep us from providing assistance and showing our friends in Japan that the Aloha Spirit is alive and well in Hawaii."

Donna Tanoue, President of the Bank of Hawaii Foundation, was instrumental in developing ALOHA FOR JAPAN's communications plan. "Aloha for Japan has turned out to be a truly heartfelt statewide effort. Bank of Hawaii, its employees and so many of our customers, have great appreciation and respect for the people of Japan," Tanoue stated. "We are pleased to join with people across the State of Hawaii to show how much we care."

Wayne Kirihara, Senior Vice President & Chief Marketing Officer for Central Pacific Bank (CPB), led and managed the efforts of ALOHA FOR JAPAN's community outreach committee, which collaborated with over a hundred private, public and non-profit organizations. "All of us at CPB are proud and honored to have participated in Aloha for Japan, a statewide effort that truly exemplified our aloha spirit for our friends and partners across the Pacific," stated Kirihara.

Kaulana Park, Director of Community & Business Development for American Savings Bank, helped organize many of the activities, including the campaign's signature event, ALOHA FRIDAY FOR JAPAN, a downtown concert at Tamarind Park, which drew hundreds of supporters, including the Consulate General of Japan. "ASB, HEI and its affiliates are proud to have been a part of the Aloha for Japan relief effort. Our employees and customers have always had a special aloha for Japan and we are profoundly touched by the outpouring of support towards this global humanitarian effort," Park stated. "On behalf of all of us, mahalo for the opportunity to partner with all involved towards the rebuilding of families and communities in Japan."

The ALOHA FOR JAPAN name was inspired from a team of talented, local designers, who joined creative forces to produce the iconic ALOHA FOR JAPAN t-shirts. The collaborative efforts of artists from Buti Groove, HI-LIFE, Fitted Hawaii, Aloha Army, Barefoot League, and In4mation helped launch this movement that spread throughout the islands. On behalf of the designers, Lanai Tabura stated: "The ALOHA FOR JAPAN campaign has had such a tremendous response! It's great to see that this state has so much Aloha and it makes me proud to be from here. The people of Hawaii should be proud for all their generous donations and continued kokua for the people of Japan."

While the ALOHA FOR JAPAN has formally ended, those interested in making donations for disaster victims can make financial contributions directly to the Hawaii chapter of the American Red Cross (www.hawaiiredcross.org) or the Japan-America Society of Hawaii (www.jashawaii.org).

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