



ROYAL HAWAIIAN
SHOPPING CENTER

NEWS RELEASE

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ROYAL HAWAIIAN SHOPPING CENTER WELCOMES WAIKĪKĪ TO THE ROYAL GROVE

Kahikuonālani Arts Festival Debuts at Royal Hawaiian Shopping Center

Waikīkī – The sound of the *pū kani*, or conch, heralded the *Papahana Wehena*, or opening ceremony of The Royal Grove at Royal Hawaiian Shopping Center today. Led by the Center’s Cultural Director Manu Boyd, the celebration included mele and hula to signal the awakening of this new cultural gathering place in a fitting tribute to the birthday of the Merrie Monarch, King David Kalākaua.

“We are thrilled to open The Royal Grove for everyone to enjoy,” said Rosalind Schurgin, executive vice president of The Festival Companies. “This is a major milestone in the completion of the Center’s revitalization and it is quite exciting to be able to now offer this unique open gathering space to Waikīkī for entertainment, cultural learning and overall enjoyment. We believe this is just the beginning of the excitement that is to come as we continue to open more and more of the Center. It is truly a place for both visitors and kama’āina to come together and feel the spirit of Hawai’i.”

The lush green berm that now fronts Kalākaua Avenue was filled with a mixed crowd of more than 100 visitors and locals who stopped to enjoy the festive ceremony. In addition to a chant of welcome by Boyd, the program also included speeches by key members of the Center’s revitalization team including Kamehameha Schools CEO Dee Jay Mailer and Rosalind Schurgin, executive vice president of The Festival Companies, which is managing and developing the Center. The Center’s Assistant Cultural Director Moea DeFries served as emcee and Marleen Akau, general manager for Royal Hawaiian Shopping Center also welcomed the crowd to the exciting new addition to the Center. Kamehameha Schools Kahu Kordell Kekoa offered the

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ho'omaika'i, or blessing and dedication. Dancers from Hālau o ke A'ali'i Kū Makani paid tribute to the original coconut grove of Helumoa and the rooster Ka'auhelemao, who is said to have begun the Grove which is now recreated on the same land at the Center, with a hula 'ala'apapa or traditional hula entitled "Pā Ka Makani". King Kalākaua was also honored with the hula 'ala'apapa "Makani Kona".

The celebration will continue throughout the weekend with the premiere of the Kahikuonālani Arts Festival, a gathering of Native Hawaiian artists who will showcase traditional and contemporary arts and culture. Activities include hands-on demonstrations, exhibits and a marketplace perfect for early holiday shopping. Keiki activities, music and hula performances are also planned as part of the weekend festivities. All events are free and open to the public.

This first-time festival is also in honor of King Kalākaua, also known as "Kahikuonālani," meaning "the seventh king," a huge supporter of the arts and traditional Hawaiian cultural practices. The Kahikuonālani Arts Festival is presented by the Hawai'i Pono'i Coalition in support of Maoli (indigenous Hawaiian) arts.

Royal Hawaiian Shopping Center, the premier shopping destination in Waikīkī, consists of more than 310,000 square feet along a three-block stretch of Waikīkī's famed Kalākaua Avenue. The unique four-level Center is undergoing a major multi-million dollar renovation that will transform the dynamics of Waikīkī by offering visitors and kama'āina the largest public gathering space for entertainment and culture. The makeover is restoring a Hawaiian sense of place to the physical and operational environments of the Center to host a dynamic mix of 110 world-class retailers, dining and entertainment venues. Completion is slated for first quarter 2008. The Center is situated on more than six acres of prime real estate in Waikīkī and is owned by Kamehameha Schools. To learn more about the Center or its revitalization project, visit www.RoyalHawaiianShoppingCenter.com.

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