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Neil Everett of ESPN to Deliver Keynote Address at 2017 Global Tourism Summit in Honolulu, September 20

Presentation Topic: *Paying Aloha Forward – How Hawai'i Saved My Life*

HONOLULU – Neil Everett, the popular ESPN SportsCenter anchor known for opening each show with *Howzit!* and frequently referencing other Hawai'i terms during broadcasts, will present the opening keynote address on the second day of the 2017 Global Tourism Summit in Honolulu.

Everett will make his presentation on Wednesday, September 20, starting at 8:30 a.m., at the Hawai'i Convention Center. His topic, *Paying Aloha Forward – How Hawai'i Saved My Life*, will draw upon the inspiration of Hawai'i's aloha spirit in helping to steer him through a difficult period in his life and how, today, he shares the power of aloha with others.

"I spent 15 years in Hawai'i and the love I have for the people and aloha will forever be in my heart," said Everett. "Living in the islands changed me and made me into a better person, and now I pay aloha forward whenever I can."

Everett moved to Honolulu in 1985 after graduating from the University of Oregon. For the next 15 years, he worked in the athletics department at Hawai'i Pacific University, while also writing, producing and reporting news and sports at various times for three Hawai'i TV networks, KITV, KHNL, and KGMB. Everett joined ESPN in 2000 as a SportsCenter anchor at its headquarters studio in Bristol, CT, before moving to Los Angeles in conjunction with the opening of ESPN's West Coast studio in 2009.

Presented by the Hawai'i Tourism Authority (HTA), the three-day Global Tourism Summit, September 19-21, will share the significance of the Hawaiian culture, global marketing, technology and innovation in presentations and panel discussions, with the overall intention of bringing people together to help improve tourism in Hawai'i and abroad. Sustainable tourism is the summit theme.

"Like people throughout the country, I'm a fan of SportsCenter because of Neil Everett and how he cleverly combines fun with professionalism in the telling of scores and reporting of sports news," said George D. Szigeti, HTA president and CEO. "You meet Neil and can quickly tell his soul is filled with a goodness to do what's right and to help others, and much of that stems from him living in Hawai'i. Attendees of the Global Tourism Summit will enjoy hearing his story of personal inspiration."

Attendees can register to attend the Global Tourism Summit and hear Everett's keynote address by registering online at www.GlobalTourismSummitHawaii.com.

Several options are available for registration, including early-bird savings being offered to individuals and groups attending all three days of the summit if they register by July 31.

- Individuals: Full Conference, September 19-21: \$325, a savings of \$70
- Groups of Eight or More: Full Conference, September 19-21: \$300 per person, a savings of \$65 per person (*Groups can mix and match different attendees during the conference*)
- Student and Faculty Members: Full Conference, September 19-21: \$150
- Individuals, Partial Conference, September 19-20: \$275
- Individuals, Partial Conference, September 20-21: \$265

About the Hawai'i Tourism Authority

The [Hawai'i Tourism Authority](#) is responsible for strategically managing the State of Hawai'i's marketing initiatives to support tourism. HTA's goal is to optimize tourism's benefits for Hawai'i, while being attentive to the interests of travelers, the community and visitor industry. Established in 1998 to support Hawai'i's leading industry and largest employer, HTA continually strives to help ensure the sustainability of tourism's success.

For more information about HTA, please visit www.hawaiiauthority.org. Follow updates about HTA on Facebook, Twitter (@HawaiiHTA) and its YouTube Channel.

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