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HTA, L.A. Clippers Team Up for Hawai'i Night Celebration at STAPLES Center

Pleasant Holidays Launches Clippers' Hawai'i Trip Giveaway Sweepstakes at DreamHawaiiSweeps.com

HONOLULU – Hawai'i stole the show tonight at the sold-out STAPLES Center in Los Angeles.

Willie K had the place swaying in rhythm. Ten thousand fans wore fresh flower lei or Clippers Aloha caps, one fan won a new surfboard, and Pleasant Holidays launched a trip giveaway sweepstakes to bring more lucky fans to Hawai'i this year.

The Hawai'i Tourism Authority (HTA) and L.A. Clippers teamed up tonight to present Hawai'i Night, a special celebration to share the music, culture, fun and aloha spirit of the Hawaiian Islands during the Clippers' game against the Memphis Grizzlies. The Clippers are showcasing Hawai'i throughout this season and will culminate with next season's pre-season training camp in Honolulu this fall.

George D. Szigeti, HTA president and CEO, said, "The Clippers have been superb, very supportive partners for Hawai'i. We're excited about having the team holding training camp in Honolulu and wanted to give their fans a preview of the culture, music, fun, excitement, and Aloha Spirit that makes the Hawaiian Islands such a remarkable destination."

The four-hour Hawai'i Night promotion began at 5:00 p.m. outside STAPLES Center with Kekaiulu Hula Studio and Hāloa Band performing Hawaiian music and dancing hula in the Star Plaza to welcome fans. The hula studio, ranging from keiki to kupuna, also performed at the end of the first quarter.

Entering the arena, the first 10,000 fans received either a fresh flower lei or Clippers Aloha cap. The luckiest fan of the night was Walter Cabaya of Los Angeles, who took home a Downing Hawai'i surfboard after winning HTA's Shoot or Pass Contest during a timeout in the first quarter.

The highlight of the evening was the pregame and halftime concerts by Willie K to the packed house. He sang beautiful melodies in Hawaiian, joined by the hula studio that filled much of the court.

Other promotional elements included a Hawai'i-inspired menu in select locations, and giveaways of foam shaka hands to fans behind the baseline by the Clippers' Hoop Troop. Adding to the value of exposure for Hawai'i was the game being televised regionally.

Pleasant Holidays launched a trip giveaway sweepstakes during the game offering fans the opportunity to join the Clippers in Honolulu next fall. Entries are being accepted online at DreamHawaiiSweeps.com until January 20. Pleasant Holidays will be offering Clippers' fans three more trip giveaways to Hawai'i in the coming months, one each to Maui, Kaua'i, and the island of Hawai'i.

HTA's comprehensive official marketing partnership with the Clippers to showcase Hawai'i began December 4, 2016 and continues through the rest of the team's 2016-2017 regular season, combining broadcast and online exposure with in-game promotions at STAPLES Center in Los Angeles.

This fall the Clippers will travel to Honolulu to hold the team's 2017 training camp on the campus of the University of Hawai'i, which will include two pre-season NBA games and a Fan Fest. Details and dates for the training camp and other events will be announced at a later date.

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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