

FOR IMMEDIATE RELEASE

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La ‘Ike Day celebration at Kahalu‘u

KAMUELA, Hawai‘i—September 30, 2011—*E komo mai!* The Kohala Center invites the community to a La ‘Ike Day celebration of culture and place from 10 a.m. to 1 p.m. on Saturday, October 22, at the Kahalu‘u Beach Park main pavilion.

The Kahalu‘u ReefTeach team will share why coral reefs are important to our island way of life and update participants on current stewardship projects at the bay. Come and learn *palapalai wili haku*, the art of stringless lei making, with Kumu Mele Waikiki and fresh coconut leaf weaving with Kumu Sam Kama and his daughter Sandee Kama. Join in games for both adults and children and win fun prizes, and enjoy plenty of *ono* food and Hawaiian music too!

La ‘Ike Day at Kahalu‘u Bay is presented by The Kohala Center and is sponsored by the Hawai‘i Tourism Authority. All events are free and everyone is welcome to participate.

For more information, contact Cindi Punihaole, The Kohala Center’s Outreach and Volunteer Coordinator, at (808) 895-1010 or cpunihaole@kohalacenter.org.

The Kohala Center is an independent, not-for-profit center for research and education *about* and *for* environment. Since 2000, The Kohala Center’s ReefTeach Program has taught many thousands of visitors to Kahalu‘u Bay how to enjoy the bay without adversely impacting the fragile coral reef environment. Trained volunteers use picture boards, reference books, and field guides to teach visitors about delicate coral and the organisms that depend upon coral for food and shelter. ReefTeachers emphasize that swimmers should avoid touching or standing on coral, removing anything from the reef, feeding the fish, or harassing the turtles that feed and bask in the bay. Learn more about The Kohala Center at <http://www.kohalacenter.org>.