

FOR IMMEDIATE RELEASE
February 7, 2005

HVCB INTRODUCES FREE ONLINE IMAGES OF HAWAI'I
New Public Resource to Promote Travel: www.hvcb.org/imagelibrary

HONOLULU – Utilizing Hawai'i's beauty and charms to sell a product or promote travel is now just a click or two away, the result of a new online image library made available to the public – *for free*.

The Hawai'i Visitors and Convention Bureau (HVCB), in partnership with the Hawai'i Tourism Authority (HTA), today introduced the online library and encouraged businesses to take advantage of this resource for brochures, ads, Web sites, and marketing materials promoting Hawai'i.

To access the images, go to www.hvcb.org/imagelibrary.

"We've chosen a wide range of photos that highlight the remarkable beauty of our islands and captures the special experience of being here," said John Monahan, HVCB president and CEO. "Everyone can use this Web site, but companies that promote travel and sell Hawai'i will really enjoy how it can help their business, especially since it's available at no cost to the user."

Licensed for usage by HVCB's Knowledge Bank, the online library offers hundreds of images showcasing Hawai'i's natural beauty, multi-cultural appeal, and diversity of activities. Scenic shots feature the distinctive character of all six islands: Kaua'i, O'ahu, Moloka'i, Lāna'i, Maui, and Hawai'i's Big Island.

The images are high-resolution, 300 dpi quality, and can be downloaded using the latest versions of Internet Explorer, Netscape, and Safari. They are categorized under headings (e.g., wellness, romance, etc.) and searches can be made by keywords.

The images are available for commercial and editorial purposes. The only requirements are they be used to promote Hawai'i positively as a leisure and business destination, and that a credit acknowledging the photographer accompany the usage.

Many of the images were provided courtesy of HTA. "Our intent is to make it as easy as possible for people to promote the beauty, culture, and magic of Hawai'i," said Frank Haas, HTA vice president of marketing.

For information about Hawai'i – The Islands of Aloha – visit HVCB's Web site at
GoHawaii.com or call 1-800-GOHAWAII.

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NR/05/05

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