

**FOR IMMEDIATE RELEASE**  
December 12, 2005

**FREE HVCB PROGRAM HELPS TRAVELING NONPROFIT GROUPS**  
***Sharing Aloha* Offers Free Promo Gifts, Free Publicity for Goodwill Ambassadors**

**HONOLULU** – As a community service, the Hawai'i Visitors and Convention Bureau (HVCB) is offering a *free* program, *Sharing Aloha*, to help nonprofit groups serve as goodwill ambassadors while traveling abroad for special events.

The program provides nonprofits with free promotional Hawai'i-themed gifts to hand out during their travels to performances, competitions and other events outside the islands. To qualify, groups register on HVCB's website at [sharingaloha.com](http://sharingaloha.com).

A variety of promotional gift items are available, including logo pens and pencils, "Aloha" stickers and post-its, and shell leis.

Groups also receive free online publicity for their events on the *Sharing Aloha* website calendar, which is linked to HVCB's popular travel website, GoHawaii.com.

For more information, please visit the website at [sharingaloha.com](http://sharingaloha.com) or call HVCB at (808) 924-0213.

###

NR/45/05

Contact:  
Darlene Morikawa  
Manager, Public Relations/Communications  
Hawai'i Visitors and Convention Bureau  
dmorikawa@hvcb.org  
(808) 924-0259

Patrick Dugan  
Senior Vice President  
McNeil Wilson Communications  
pdugan@mcneilwilson.com  
(808) 539-3411