

THE MAUNA LANI BAY

Hotel and Bungalows · Hawaii

FOR IMMEDIATE RELEASE

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MAUNA LANI BAY & HULAKAI PRESENT FIRST-EVER SUP RACE FOR FITNESS

KOHALA COAST, HAWAII – Hawaii’s popular health, fitness and outdoor lifestyle resort, The Mauna Lani Bay Hotel & Bungalows, is teaming up with local stand up paddle board and ocean sports company, Hulakai, to present the first-ever Stand Up Paddle (SUP) Race For Fitness on Saturday, September 24, 2011 on Hawaii Island’s spectacular Kohala Coast.

The race, which will be part of an ongoing paddling series, is set to become one of Hawaii’s biggest SUP events for all ages and levels. SUP Race for Fitness is about celebrating the heritage of SUP in Hawaii and its evolution as one of the fastest growing water sports and fitness workouts in the world.

One and two person outrigger canoe paddlers are also invited to participate.

The seven mile race will start from either Kiholo Bay or Kawaihae Harbor depending on the wind direction come race morning. The direction will be announced at a pre-race briefing held at Hulakai’s flagship store.

The finish line will be on the shores of Mauna Lani Bay where the after-race celebration and awards ceremony will also be held.

General Manager of Mauna Lani Bay, Brian Butterworth said that “SUP Race for Fitness is an opportunity to bring together Hawaii’s many paddling enthusiasts for a fun, social event and for visitors to the island to enjoy the pristine beauty of the Kohala Coast from a different perspective. It’s about getting outside, being active and embracing Hawaii’s ocean lifestyle,” he said.

Prizes will be awarded for the top three finishers along with category winners. Each participant will have their race time recorded.

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To enter the first-ever SUP For Fitness and for further information, contact 808-887-1091 or visit www.hulakai.com

WHAT: The inaugural Stand Up Paddle Race For Fitness

WHEN: Saturday, September 24, 2011. Participant briefing at 7:30am. Race at 10am.

WHERE: Kohala Coast, Hawaii Island.

Meet at Hulakai flagship store. The Shops at Mauna Lani. 68-1300 Mauna Lani Drive.

COST: \$15

BRING: Your own board or outrigger canoe and paddle.

AWARDS: Held at The Mauna Lani Bay Hotel & Bungalows, 68-1400 Mauna Lani Drive. Complimentary parking.

ENTRY & FURTHER INFORMATION: Contact 808-887-1091 or visit www.hulakai.com

The Mauna Lani Bay Hotel & Bungalows is recognized as one of *Travel + Leisure's* "World's Best Hotels" for 2011 and is also on the *Conde Nast Traveler* 2011 "Gold List". It is the only independently-operated resort on the Kohala Coast of Hawaii and has maintained its original owners since its opening in 1983. Mauna Lani Bay is also one of the smaller resorts on the coast giving guests an intimate, timeless Hawaiian experience that is personalized and pleasantly unscripted. It is Mauna Lani Bay's cultural and environmental programs that make it truly stand out from others and which has earned it the reputation of one of the "World's Top Earth-Friendly Getaways". Mauna Lani Bay is committed to delivering aloha in everything it does and as such takes a stand against hidden resort fees. It is home to the famous CanoeHouse restaurant, the Hawaiian inspired Mauna Lani Spa and the championship Francis H. I'i Brown Golf Courses. Mauna Lani Bay has formed a partnership with a group of pro triathletes, who help the hotel spread the message of enjoying a healthy and active lifestyle. The resort is a member of the Preferred Hotel Group recognizing the world's best independent luxury hotels and resorts. For reservations call (800) 367-2323 or visit www.maunalani.com.