



NEWS RELEASE

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SLACK KEY GUITAR MUSIC TO ESTABLISH HOME ON MAUI *(Enjoy Weekly Concerts at The Ritz-Carlton, Kapalua)*

FOR IMMEDIATE RELEASE
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LAHAINA, MAUI--Storytelling with music, loosening up the routine in life and looking at it in a new way - these are descriptions of that uniquely Hawaiian musical art form, slack key guitar. Now, Maui visitors and residents are going to have a regular opportunity to hear many of Hawaii's most notable musicians with the "Masters of Hawaiian Slack Key Guitar Concert Series." Beginning Tuesday, October 14, and continuing every Tuesday, the concerts will take place in the intimate, 125-seat amphitheater at The Ritz-Carlton, Kapalua. There will be two shows, at 6:00 pm and again at 8:30 pm, each week.

Hosted by the "Hawaiian Renaissance Man" George Kahumoku, Jr., each weekly show will feature a guest artist, one of the "masters" of Hawaiian music. While the focus is on *ki ho`alu* (slack key) music, the concerts will also showcase 'ukulele, steel guitar, and *leo ki`eki`e* (falsetto) musical artists. October's line-up begins with the legendary talent of Cyril Pahinui on the 14th. World-renowned recording artist Ledward Kaapana will follow on October 21, and on October 28 Hawaii's prolific singer-songwriter Dennis Kamakahi will perform.

"We go on tour and perform for audiences of thousands in Seattle, Chicago or New York City. But you come to Hawai'i, and it's hard to find our music. Folks need a place where they can find this traditional Hawaiian music anytime. We think of our new venture as *ka home a ki ho`alu* (the home of slack key music)," said Kahumoku.

(more)

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The concert series is produced by Hawaiian Slack Key Guitar Productions, based in Lahaina. Partners Paul Konwiser and Wayne Wong came up with the idea, along with George Kahumoku, as a way to preserve slack key music and provide a place for traditional Hawaiian musicians to play regularly in their home state.

Wong is native of Hawai'i, and is a graduate of Kamehameha Schools. "More than just music concerts, we try to present to visitors and kama'aina alike, a look at Hawaiian family culture, humor and story-telling." Konwiser added, "I think it is going to be a great opportunity for people to understand these musicians - what's behind their work and their passion. Not just the music, but the 'talk story' and George's rapport with other performers will make this program irresistible."

Concert tickets are on sale for \$25 Hawai'i resident and \$35 visitor. Ticket prices include a \$5 discount coupon (per booking) to be used toward the purchase of a CD or book sold at the concert. Beverages will be available at a cash bar before each performance and during intermission. For tickets and reservations, call 808-669-3858. For more information, please call Paul Konwiser at 808-280-7143, or visit the website: www.slackkey.com.

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About Hawaiian Slack Key Guitar Productions, Inc

Founded for the love of the music and grounded in Aloha, Hawaiian Slack Key Guitar Productions, Inc is dedicated to perpetuating and preserving traditional Hawaiian music, especially the unique Hawaiian acoustic guitar art form known as "Ki-ho'alu" (Hawaiian Slack Key). HSKGP develops programs, events and concert series that create a deeper awareness and understanding of this authentic Hawaiian cultural art form. Hawaiian Slack Key Guitar Productions is located in West Maui. The company is incorporated in the state of Hawaii.