

NEWS RELEASE

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MASTERS OF HAWAIIAN SLACK KEY GUITAR CONCERT SERIES CONTINUES THROUGH 2004

(in Weekly Hawaiian Music Shows at The Ritz-Carlton, Kapalua)

FOR IMMEDIATE RELEASE
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LAHAINA, MAUI--Opening to rave reviews and continuing each week through 2004 is the Masters of Hawaiian Slack Key Guitar Concert Series held at The Ritz-Carlton, Kapalua on Tuesdays. Featuring two shows, one at 6:00 pm and the other at 8:30 pm, this series has become a significant entertainment option on Maui. It is reaching out to visitors with a limited view of Hawaiian music, expanding their horizons, and changing the way they think about the music and stories of Hawai'i.

Concert promoters are Wayne Wong and Paul Konwiser, co-founders of Hawaiian Slack Key Guitar Productions. Wong remarked, "It's wonderful to see the big smiles on the faces of people leaving the theater after the show ends." Konwiser added, "We always thank them for coming, and their usual response is, 'thank you!' In one instance, a Maui visitor came to the 6:00 show alone - his wife was not interested and decided to stay back in their hotel. Between shows, he raced out excitedly to get her and they went to the 8:30 show together."

Each week, the shows are hosted by George Kahumoku, Jr., Hawaii's Renaissance Man, who brings a special guest artist to the stage - one of the "masters" of Hawaiian music. While the focus is on *ki ho`alu* (slack key) featuring stellar artists such

as Ledward Kaapana, Dennis Kamakahi and Cyril Pahinui, the concerts also showcase masters of other musical instruments and Hawaiian traditions. Such renowned and award-winning artists who have performed in past concerts are Herb Ohta, Jr. and Keoki Kahumoku on `ukulele, steel guitar great Bob Brozman and Na Hoku Hanohano winner Owana Salazar, and *leo ki`eki`e* (falsetto) master Richard Hoopii.

The visiting artists have said they enjoy performing in these concerts because they rarely get a chance to meet their audience in this type of intimate setting, especially in Hawai`i. An intriguing aspect of the performances is that the artists tell the stories behind their music, relating fond memories and funny anecdotes. Host Kahumoku never puts on the same show twice, always tailoring his "talk story" commentary to the current audience. Personalities as well as playing styles mix in the true melting pot blend that is Hawai`i.

In the Masters of Hawaiian Slack Key Guitar Concert Series, each master draws from the traditions of the area where he or she grew up and from the music of his or her *`ohana* (family), which enhances his or her own individual way of performing. Tickets are \$35 per show at the regular rate, and \$25 for state residents upon presentation of a current Hawai`i driver's license. Reservations can be made by calling direct 808-669-3858, or toll-free 1-888-669-3858.

Founded for the love of the music and grounded in the concept of *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 slack key. The corporation develops programs, events and the concert series to create a deeper awareness and understanding of this authentic Hawaiian cultural art form. View the ongoing performance schedule of artists on the website www.slackkey.com.

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