

NEWS RELEASE

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MASTERS OF HAWAIIAN SLACK KEY GUITAR CONCERT SERIES MOVES TO NAPILI KAI BEACH RESORT

FOR IMMEDIATE RELEASE
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LAHAINA, MAUI— The Masters of Hawaiian Slack Key Guitar Concert Series has a new home at the Napili Kai Beach Resort on Maui. The concert series, formerly at The Ritz-Carlton, Kapalua, has been operating at Napili Kai since the Ritz-Carlton closed for renovations in July of this year.

Concert promoter Paul Konwiser said, “Since our relocation we’ve come to love the local style atmosphere of Napili Kai’s Hale Aloha Pavilion. It seems like a good fit for the theme of our show. The resort’s hospitality has made it possible to continue doing shows each week during the Ritz-Carlton’s closure. We’re very pleased that in over four years we’ve never missed a weekly performance.”

Co-producer Wayne Wong expressed gratitude to the Ritz-Carlton, and its cultural affairs director Clifford Nae’ole for four wonderful years. “Back in 2002 we went to every hotel on Maui looking for a place to do our show. Only Clifford and the Ritz-Carlton responded by welcoming the concert series. We had no track record, and they took a big chance on us.”

In the succeeding four years the concert series has played to nearly 30,000 people and CD’s of music recorded live at the show have earned two Grammy awards for Best Hawaiian Music Album in 2006 and 2007. The series has featured the artistry of many of Hawaii’s most renowned musicians, including Ledward Kaapana, Cyril Pahinui, Dennis Kamakahi, Uncle Richard Ho’opi’i, Auntie Genoa Keawe and our regular weekly musical host George Kahumoku, Jr.

Show host and co-producer Kahumoku commented: “We’re very grateful to the Napili Kai Beach Resort for hosting our show. Thanks to the special attention from the resort staff, and the wonderful backyard feel of the Hale Aloha Pavilion where we do our shows, we feel right at home there.”

Konwiser summed up the transition: “We credit the success of the past with gratitude to Clifford and the Ritz-Carlton, and we look to the future with the Napili Kai Beach Resort.”

The weekly concerts are held at the Napili Kai Beach Resort every Wednesday evening at 7:30pm. Tollfree Reservations can be made by calling (888) 669-3858. Tickets are priced at \$45. More information and the ongoing performance schedule of artists are posted on the website at www.slackkey.com.

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About Hawaiian Slack Key Guitar Productions, Inc

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 “Ki-ho’alu” (Hawaiian Slack Key). The Hawaii corporation develops programs, events and concert series to create a deeper awareness and understanding of this authentic Hawaiian cultural art form.