

FOR IMMEDIATE RELEASE

Contact: Diane Fujii Johnson, Johnson LLC
Email: HLFhawaii@aol.com
Cellular: 808-381-9763

Canoe Racing Revived Through Support of Hawaii Modular Space

HMS picks up Molokai Hoe, Na Wahine O Ke Kai and OHCRA Regatta Series

and creates new structure for sponsorship

Honolulu, HAWAII (May 30, 2003) - Hawaii Modular Space (HMS), a licensed general contractor and a business-to-business provider of custom modular buildings, mobile offices and storage containers took a huge step today by saving the fate of both the women's and men's Molokai-to-Oahu long distance canoe races. Known as the World Championships of Canoe Racing, both races had been struggling financially and without support since a major Hawaii corporation changed their marketing focus and decided not to renew their contract last year.

Hawaii Modular Space stepped in at the last minute to save the women's race last year, and decided to up the bar this year by embracing the Na Wahine O Ke Kai, the Men's Molokai Hoe and the OCHRA Summer Regatta Series. The race organizers Oahu Hawaiian Canoe Racing Association (OHCRA) and Na Wahine O Ke Kai have been producing the Molokai Hoe for 52 years and the Na Wahine for 25 years. "Sponsorship funds go entirely towards the production of the races, and we are excited to work with Hawaii Modular Space again." says Hannie Anderson, Director for both OHCRA and Na Wahine O Ke Kai.

President of Hawaii Modular Space, Mike Fox's goal is to create a new structure for sponsorship of the canoe races, making it a tremendous value for potential sponsors. In previous years, each race was responsible for securing funding for their particular event. By combining the OHCRA regatta season consisting of 7 races, and the two inter-island races under one umbrella series, it facilitates media buying and marketing from June through October, summer's busiest months. "By tying paddling all together, sponsors can have the benefits of supporting the sport while creating strong branding throughout the summer months." explains Fox. "It's also a nice mix of marketing for those involved. The OCHRA Regatta caters to mainly a local market and yet the Molokai Hoe and Na Wahine gain national and international exposure."

- more -

Currently Hawaii Modular Space is the title sponsor, with Hinano/Ocean Club, and Hawaiian 105 KINE Radio committed as associate sponsors. Paddlers can tune into 105.1 F.M the official radio station, for official paddling news and updates through out the season. "To make this successful, we can't do it alone. We need the support of 3 more associate sponsors to defray the costs and hopefully build a prize pool," Fox goes on to say. "This new format will allow canoe racing to grow and flourish, bridging the transition for a bigger sponsor underwriting the entire sport and getting more companies involved at a smaller investment. Hawaii Modular Space is committed to being involved and giving back to our communities and although I don't see us being the title sponsor for ever, I couldn't just sit back and watch this sport which, has given so much to me and the people of Hawaii, struggle financially."

Hannie talks about how fortunate they are to have Hawaii Modular Space as a title sponsor, and feels that more businesses should support the community. "I am hopeful that more sponsors will come on board to support canoe racing as it is a family sport. Everyone from 12 years on up to 70 years paddles and when you support canoeing, you support the family." Currently there are over 7,200 registered paddlers statewide.

The Hawaii Modular Space Canoe Series has Associate Level Sponsorships available on a first-come first-serve basis. For information on sponsorships, please contact Mike Fox at 682-5559, ext. 18.

Hawaii Modular Space OHCRA Summer Regatta Series

| <u>Date</u> | <u>Event</u> | <u>Location</u> |
|-------------|---|-------------------|
| June 1 | Clement D. Paina Regatta | Ke'ehi Lagoon |
| June 8 | King Kamehameha Regatta | Kailua Beach Park |
| June 15 | Leeward Kai Regatta | Makaha Beach |
| July 4 | Walter J. Macfarlane Regatta | Waikiki Beach |
| July 13 | John D. Kaupiko Regatta | Ke'ehi Lagoon |
| July 20: | Hawaii Modular Space OHCRA Championship Regatta | Ke'ehi Lagoon |

Men's and Women's Long-Distance World Championships

| | | |
|--------------|---|-----------------|
| September 28 | Hawaii Modular Space Na Wahine O Ke Kai | Molokai to Oahu |
| October 12 | Hawaii Modular Space Molokai Hoe | Molokai to Oahu |

###