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## **King's Hawaiian Celebrates the Contributions of Philanthropic Organizations with New *Project Mahalo* Campaign**

*Fans determine which charity receives a \$25,000 'thank you'*

**TORRANCE, Calif.** (March 19, 2013) — King's Hawaiian has launched *Project Mahalo*, a new charitable campaign that says "thank you" to four nationally recognized charitable organizations that represent the Hawaiian Way of sharing, generosity and giving back. *Project Mahalo* invites friends of the KING'S HAWAIIAN brand to show their support for the important work of these selected charities by going to [www.ProjectMahalo.com](http://www.ProjectMahalo.com) to vote for the organization they believe best embodies the Hawaiian Way. The largest vote tally will determine which organization will receive a donation of \$25,000. All of the organizations selected to participate in *Project Mahalo* will receive a minimum donation of \$10,000.

"In the Hawaiian language, *mahalo* means 'thank you'," said Mark Taira, CEO of King's Hawaiian Bakery. "It's a word we use every day because it embodies the Hawaiian Way—a commitment to generosity, sharing, and caring about the people around you. *Project Mahalo* gives us an opportunity to thank organizations that exemplify the Hawaiian Way through the valuable work they do, and we hope it will inspire our *ohana*, which is the Hawaiian word for 'extended family' to get involved in their own communities. Giving back to the community is the heart and soul of Hawaiian culture and a core value of King's Hawaiian."

In keeping with the spirit of the Hawaiian Way, King's Hawaiian will donate a minimum of \$10,000 to each of the following charitable organizations:

- **Big Brothers Big Sisters of America** provides careful mentor matching and long-term support to help kids facing adversity achieve success.
- **Family Caregiver Alliance** supports and strengthens the work of families nationwide caring for loved ones with chronic disabling health conditions.
- **Meals On Wheels Association of America** supports local Meals On Wheels programs that deliver nutritious meals to homebound seniors.
- **One Warm Coat**, shares the warmth by working to provide a warm coat, free of charge, to anyone in need.

The deadline for voting on [www.ProjectMahalo.com](http://www.ProjectMahalo.com) is 11:59pm Pacific Daylight Time on Sunday evening, April 21, 2013. The donations will be announced and awarded on May 1 — Lei Day in Hawaii — at a special celebration at the King's Hawaiian corporate headquarters in Southern California. At the event, King's Hawaiian will honor all of the *Project Mahalo* partners and name the \$25,000 donation recipient. All other participating organizations in *Project Mahalo* will receive a supply of KING'S HAWAIIAN products and a minimum donation of \$10,000. For more information visit [www.ProjectMahalo.com](http://www.ProjectMahalo.com) or the [King's Hawaiian Facebook page](#).

### **About King's Hawaiian**

Founded more than 60 years ago in Hilo, Hawaii, by Robert R. Taira, King's Hawaiian is a family-owned business that for three generations has been dedicated to making irresistible, original recipe Hawaiian foods made with Aloha Spirit. Kings Hawaiian makes the #1 branded dinner roll in the United States, and operates more than 270,000 square feet of baking facilities in Torrance, California and Oakwood, Georgia. For more information, visit the company's website at [kingshawaiian.com](http://kingshawaiian.com), "Like" King's Hawaiian on Facebook and follow King's Hawaiian on Twitter.

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