



ROYAL HAWAIIAN  
SHOPPING CENTER

**MEDIA ADVISORY**

FOR IMMEDIATE RELEASE  
November XX, 2007

Contact: Melissa Malahoff-Kamei, (808) 539-3435  
McNeil Wilson Communications  
[mmalahoff@mcneilwilson.com](mailto:mmalahoff@mcneilwilson.com)

Nani Hirosane, (808) 931-3104  
Royal Hawaiian Shopping Center  
[n.hirosane@festivalcos.com](mailto:n.hirosane@festivalcos.com)

**THE GRAND OPENING OF THE ROYAL GROVE**

*Royal Hawaiian Shopping Center Opens The Largest Green Space in Waikīkī*

**Waikīkī** – Royal Hawaiian Shopping Center is proud to announce the grand opening of The Royal Grove. For the first time in nearly 30 years, the Royal Hawaiian Hotel is visible from Kalākaua Avenue through the largest open space in Waikīkī. The re-developed Grove now consists of dozens of kumu niu (coconut trees) as well as other Native Hawaiian flora including more than 33,000 sq. ft. of lush ethnobotanical gardens featuring hala, ‘ōhi’a lehua, kalo, ‘ulu, ‘awa and more. The grand opening ceremonies mark a milestone of the re-development of Royal Hawaiian Shopping Center and have been planned to coincide with the 171<sup>st</sup> birthday anniversary of King Kalākaua, seventh sovereign of the Kingdom of Hawai‘i. Kahu Kordell Kekoa of Kamehameha Schools will also be on hand to perform a traditional Hawaiian blessing of The Royal Grove during the ceremony.

**What:** The Royal Grove Grand Opening

**Where:** Royal Hawaiian Shopping Center  
The Royal Grove is located between Buildings B and C of the Center, at the makai end of Seaside Avenue

**When:** November 16  
Noon - Oli (opening chants)  
- Blessing by Kahu Kordell Kekoa  
- Hula: "Pā Ka Makani"  
- Remarks by Manu Boyd, Cultural Director of Royal Hawaiian Shopping Center; Marleen Akau, General Manager of Royal Hawaiian Shopping Center; and, Dee Jay Mailer, CEO of Kamehameha Schools  
5:30-6:15 - Ku‘uipo Kumukahi, award-winning vocalist  
6:30-7:15 - Hālau Keali‘ika‘apunihonua Ke‘ena A‘o Hula performance  
Leimomi Ho, kumu hula

**Admission:** Free and open to the public

**Parking:** Parking will be validated with a purchase from any merchant at the Center. There is no minimum purchase required for validation. Entrance to the Royal Hawaiian Shopping Center garage is located off Royal Hawaiian Avenue.

2201 Kalākaua Avenue, Suite A500 • Honolulu, Hawai‘i 96815 • Ph: (808) 922-0588 • Fax: (808) 922-0961 • [www.RoyalHawaiianShoppingCenter.com](http://www.RoyalHawaiianShoppingCenter.com)

MANAGED & DEVELOPED BY THE FESTIVAL COMPANIES



**Media Notes:** For media needs please call Melissa Malahoff-Kamei at 221-6439 (cell).

Royal Hawaiian Shopping Center, the premier shopping destination in Waikīkī, consists of more than 310,000 square feet along a three-block stretch of Waikīkī's famed Kalākaua Avenue. The unique four-level Center is undergoing a major multi-million dollar renovation that will transform the dynamics of Waikīkī by offering visitors and kama'āina the largest public gathering space for entertainment and culture. The makeover will restore a Hawaiian sense of place to the physical and operational environments of the Center to host a dynamic mix of 110 world-class retailers, dining and entertainment venues. Completion is slated for first quarter 2008. The Center is situated on more than six acres of prime real estate in Waikīkī and is owned by Kamehameha Schools. To learn more about the Center or its revitalization project, visit [www.RoyalHawaiianShoppingCenter.com](http://www.RoyalHawaiianShoppingCenter.com).

# # #