



ROYAL HAWAIIAN
SHOPPING CENTER

NEWS RELEASE

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THE FESTIVAL COMPANIES APPOINTS DANIELLE MOEA KANOELANI DEFRIES AS ASSISTANT CULTURAL DIRECTOR FOR ROYAL HAWAIIAN SHOPPING CENTER

Waikīkī – The Festival Companies, manager and developer of Royal Hawaiian Shopping Center, recently hired **Danielle Moea Kanoelani DeFries** as the new assistant cultural director for the Center. DeFries will assist cultural director Manu Boyd in creating and implementing a new strategic plan to promote the integrity of Hawaiian arts and cultural practices at the Center.

“My parents were both entertainers in Waikīkī so this was my playground growing up,” said DeFries. “I feel very welcomed and comfortable in this new position. Everyone works together like an ‘ohana, and we have an awesome, collective goal for Helumoa. I’m honored to be a part of all of this.”

The cultural department is a vital component for the revitalization of Royal Hawaiian Shopping Center. It has continued to improve and enhance the current cultural programs offered at the Center. DeFries will focus on providing unique, authentic and memorable cultural experiences for all visitors to the Center. These cultural opportunities include education through hands-on demonstrations such as Hawaiian quilt and lei making, exhibitions of Hawaiian cultural artifacts and entertainment such as free hula and ‘ukulele performances. DeFries also helps to coordinate hula and ‘ukulele lessons, which are also free for all participants.

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“Moea’s Hawaiian heritage and unique cultural knowledge is a perfect fit for the Center,” said Rosalind Schurgin, CEO of The Festival Companies. “We strive to offer authentic cultural activities to our guests to enhance the shopping, dining and entertainment experiences at our destination. In Hawai‘i, we have to look at ways our Center can contribute to the overall visitor experience. It’s not just about being a place to shop, it’s about sharing the culture and sense of place in Hawai‘i.”

A graduate of Kamehameha Schools and the University of Hawai‘i at Mānoa, DeFries holds a bachelor’s degree in cultural anthropology and a certificate in Hawaiian language. Prior to joining The Festival Companies, DeFries was employed as a realtor associate with RE/MAX 808 Realty and was also the lead facilitator for Keiki o ka ‘Āina Family Learning Centers. De Fries is also a hula teacher for Nā Lei a Līlīehua, as well as a coach and paddler for Hui Nalu Canoe Club and a member of the Elks Club. She and her husband, Dan, live in Kaimukī with their three keiki, Kai‘olu, Waileia, and Kaleiōpua.

Royal Hawaiian Shopping Center, the premier shopping destination in Waikīkī, consists of 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.

The Festival Companies is a national, full-service retail and commercial real estate firm and leading developer based in Los Angeles, Calif. Its current portfolio encompasses more than 12.8 million square feet of leasing, management, development and redevelopment assets. Its expertise extends to all types of retail assets including: regional malls, power and promotional centers, community and neighborhood centers, lifestyle and specialty centers, entertainment centers, as well as street retail properties. Non-retail properties include office, commercial, and medical building, plus freestanding corner pad sites. For more information about the Festival Companies, visit www.festivalcos.com.

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