

FOR IMMEDIATE RELEASE
Wednesday, January 22, 2020



Contact:

Keone Kealoha
Kanu Hawai'i
volunteer@kanuhawaii.org
(808) 206-8446 x11

Volunteer Week Hawai'i 2020 Campaign Launches with a Call for Businesses and Community Organizations to Host Volunteer Events Across Hawai'i

Kanu Hawai'i, alongside local nonprofits, community organizations and businesses, encourage community-wide action around national week of service.

HONOLULU, HAWAII – Kanu Hawai'i officially kicks off the Volunteer Week Hawai'i 2020 campaign today. This marks the third year Kanu Hawai'i has collaborated with local nonprofits, community organizations, businesses, schools, and elected leaders in support of National Volunteer Week.

"Last year, we saw more than 90 nonprofits host over 130 volunteer events across seven Hawaiian Islands," said Kanu Hawai'i's Executive Director Keone Kealoha. "Our goal this year is to increase those numbers to well over 150 events. We are encouraging our returning partners and new partners to get involved early and start planning now. January to March is the time to step forward and commit to hosting a volunteer event during Volunteer Week so that come April, the general public has a multitude of event opportunities on every day and on every island." Those interested in learning more or signing up should visit the VolunteerWeekHawaii.org website or contact Kanu Hawai'i directly.

This year the national week of service coincides with the 50th Anniversary of Earth Day. Volunteer Week Hawai'i has become the largest volunteer-focused campaign in Hawai'i and the largest state-level celebration of National Volunteer Week in the United States and is scheduled for April 19-25, 2020.



Volunteer Week Hawai'i demonstrates what it means to 'live aloha' by taking action to care for the people and the communities we call home. The benefits don't stop there.

"Volunteer Week Hawaii 2019 inspired people to get involved and take action in the community," shared Dean Otsuki, B.E.A.C.H. Co-Founder, a non-profit that brings awareness and solutions to plastic marine debris. "B.E.A.C.H. benefitted through gaining new volunteers that kept helping for months beyond the week in April. As this year it's being held on Earth Day week - our busiest week of the year - we have events scheduled every day. From hands-on workshops making wire recycle bins to sorting marine debris as well as helping with outreach at Earth Day events".

This year, Volunteer Week Hawai'i organizers are encouraging the business sector to get more involved and demonstrate their commitment to corporate social responsibility by hosting an event or volunteering in the places they operate. "We all know that getting involved and doing our part can have a positive impact on our communities," said Daniel Chun, Director of Sales, Community and Public

**Hawai'i celebrates the 50th Anniversary of Earth Day with the largest volunteer campaign in the state,
Volunteer Week Hawai'i 2020**

Page 2 of (2)

Relations – Hawai'i for Alaska Airlines. "Our aim is to support, develop and build the future of the communities we serve, and Volunteer Week Hawai'i inspires our employees and guests to come together to help protect what makes Hawai'i so special."

"In addition to the direct benefits for nonprofits and businesses, our collective action at a statewide scale is a replicable model that can influence planetary change," adds Kealoha. In July 2020, Hawai'i will release a five-year progress report on the Aloha+ Challenge, Hawai'i's local economic, environmental and social framework to achieve the United Nations Sustainable Development Goals (SDGs) by 2030, which also serve as the first statewide Voluntary Local Review. Volunteer Week Hawai'i 2020 impact metrics and stories will be captured in the report and featured on the online Aloha+ Dashboard, assisting in Hawai'i's Aloha+SDGs and the global goals.

"Volunteer Week Hawai'i is an important platform for achieving our 2030 sustainable development goals across every sector of society," said Celeste Connors, Executive Director of Hawai'i Green Growth. "Volunteerism helps build community resilience by promoting individual and collective action, and we are pleased to partner with Kanu through Volunteer Week Hawai'i to support strong community initiatives that are creating a more sustainable future for Hawai'i."

With Kanu's encouragement, the Hawai'i State Legislature passed a [resolution](#) officially recognizing National Volunteer Week in Hawai'i for 2020 and 2021. And in 2019, the Governor and all four mayors recognized Volunteer Week Hawai'i by proclamation. That was the first time since the inception of National Volunteer Week under Nixon in 1974 that Hawai'i officially recognized the week statewide.

"Local action, global impact," shared Kealoha. "That is what this campaign embodies and how individual acts of service, when measured together, can impact the future of Hawai'i and the world." With thousands of volunteers expected to turn out from April 19-25th, 2020, there will be opportunities on every island, every day of the week. "If you have a nonprofit or a business in Hawai'i, we want to partner with you. Together we will create opportunities for people to get involved, we will grow connections with our neighbors and preserve the special places we love. To get involved, go to VolunteerWeekHawaii.org."

For more information:

To register yourself, your organization or your business and be part of this Hawai'i wide campaign, visit www.volunteerweekhawaii.org and search social media using #volunteerweekhawaii.

View the Volunteer Week Hawai'i 2019 Report at: www.kanuhawaii.org/volunteerism-report/

About Kanu Hawai'i

Kanu Hawai'i empowers people to build more environmentally sustainable, compassionate, and resilient communities rooted in personal commitments to change. Launched in 2008, Kanu Hawai'i is a movement of everyday people, working to protect and promote the things that make Hawai'i special - a connection to the aina, a culture of aloha, and local self-reliance. For more information about Kanu Hawai'i, visit www.kanuhawaii.org or follow us on [Facebook](#), [Instagram](#), [YouTube](#), [Twitter](#), and [Flickr](#)

###