



DEPARTMENT OF BUSINESS, ECONOMIC DEVELOPMENT & TOURISM

## News Release

**NEIL ABERCROMBIE**  
GOVERNOR

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### **Governor Launches ‘Buy Hawaii, Give Aloha’ Campaign**

Honolulu – Governor Neil Abercrombie joined representatives of Hawaii small businesses and local artists today to launch the state’s **“Buy Hawaii, Give Aloha!”** campaign that urges residents to buy and gift locally made products during the holiday season.

“Buying and giving locally made products is an investment in our economy and keeps our hard earned dollars here in Hawaii,” Governor Abercrombie said. “But this is more than just a holiday promotion. We are also announcing a number of commitments to help this critical sector of our economy grow. Through a grant from the U.S. Small Business Administration, we are beginning a series of initiatives to increase the export of Hawaii’s products during the coming year.”

Through the Department of Business, Economic Development and Tourism (DBEDT), the Abercrombie administration will host the following in 2013:

- January 2013: An extensive **“Hawaii Pavilion”** at the largest fashion trade show in Japan, the Japan Fashion Week International Fashion Fair
- August 2013: The **Hawaii Islands of Booths** at the largest natural products show in Asia, the Hong Kong Natural Products show
- September 2013: The **Made in Hawaii Pavilion** at the largest gift trade show in Asia, the Tokyo International Gift Show

The Governor also announced his intention to revive the **“Governor’s Fashion Awards”** next year to help stimulate the creative sectors in fashion garment and jewelry design industries in Hawaii. He will designate October 2013 as “Hawaii Fashion Month,” when local merchants will be encouraged to celebrate made-in-Hawaii fashions.

The announcement was made amid a display of Hawaii-made products representing the vast array of Hawaii goods to consider for gift giving, including:

- Fashion: casual wear and accessories, featuring models of some of Hawaii's hottest fashions
- Specialty food and gift products: many of which are only found in Hawaii
- Sporting goods: from surfboards to dive wear, wet suits to rash guards
- Cosmetics and nutraceuticals: derived from our natural ocean and botanical resources
- Agricultural products: such as candies, flowers and coffee;
- Music by local artists
- Book written by Hawaii authors
- Locally designed jewelry

***Buy Hawaii, Give Aloha!*** partners include:

- U.S. Small Business Administration
- Hawaii Fashion Incubator
- Hawaii Food Industry Association
- Made-In-Hawaii Festival
- Hawaii Book Publishers Association
- Hawaii Association of Recording Artists
- Hawaii Pacific Export Council
- Hawaii Food Manufacturers Association

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