



## News Release

**FOR IMMEDIATE RELEASE    Media Contacts:**

Teri Freitas Gorman  
VP Corporate Communications  
Maui Land & Pineapple Company, Inc.  
808-877-3857  
[tgorman@mlpmaui.com](mailto:tgorman@mlpmaui.com)

Char Chang  
Bennet Group PR  
Office: 808-531-6087, ext. 104  
Cell: 808-265-3493  
[char@bennetgroup.com](mailto:char@bennetgroup.com)

### Whale Quest

#### Kapalua Explores the Amazing World of Humpback Whales

**KAPALUA RESORT, MAUI, HAWAII** (December 5, 2007) – Every winter, vacationing travelers aren't the only ones escaping to Hawai'i in search of a warmer climate—the Humpback whale, Maui's most famous returning visitor, does too. From December to May, the Humpback whale journeys from the Gulf of Alaska to the balmy waters of the mid-Pacific Ocean.

The third annual Whale Quest Kapalua, to be held at Kapalua Resort from February 15-17, 2008, will provide thousands of avid whale enthusiasts an opportunity to observe and learn all about this spectacular mammal through a three-day educational symposium.

Whale Quest Kapalua kicks off Friday with an interactive educational workshop for designated Maui schools. This program provides a wonderful opportunity for children to learn from field professionals and discover the exciting world of the Humpback whale. The adventure continues on Saturday and Sunday offering free educational seminars, fascinating video footage and photo exhibitions for the general public. Explore these captivating creatures with world-renowned experts—including Charles “Flip” Nicklin, whose underwater photography of marine mammals has appeared in many *National Geographic* articles, and Dr. James Darling, who specializes in Humpback whale behavior.

“Whale Quest Kapalua provides an opportunity for the community and resort visitors to learn all about the intriguing work of noted whale researchers and marine biologists from across the globe,” said Nancy Cross, Kapalua Resort's vice president of event management.

Event attendees will also have an exclusive opportunity to observe magnificent Humpback whales in their natural habitat by signing up for a Whale Quest Kapalua whale watch. These educational and exciting two-hour whale watching boat rides are led by local boating companies and feature a Whale Quest Kapalua representative to share interesting facts about these gentle giants. Whale Quest Kapalua whale watches will run daily through the event. Contact Kapalua Events Management at 1-888-665-9160 for more information.

For those who want to keep their feet firmly on land, Whale Quest Kapalua will also host a charity tournament for golf enthusiasts at The Plantation Course, one of Kapalua Resort's championship golf courses, on Sunday, February 17, 2008.

Proceeds from the golf tournament will benefit a trio of non-profit whale research organizations: Whale Trust, Center for Whale Studies and Hawaii Whale Research Foundation. The tournament entry fee is \$450 per person (*with \$325 going towards charities*) and includes an awards luncheon. Hole sponsorships are available for \$2,000 (*with \$1,300 going towards charities*) and includes entrance for one foursome to the tournament and awards luncheon.

After enjoying Whale Quest Kapalua's many activities, spend your evenings relaxing at The Kapalua Villas conveniently located in Kapalua Resort.

"The Villas boast ocean front and ocean view luxurious accommodations – perfect for whale watching," said Carol Koepke-Tu'ua, The Kapalua Villas general manager. "I have heard that guests see humpback whales breaching from their lanais!" In addition to the spectacular view, The Kapalua Villas provides guests with fully appointed kitchens, washer/dryer and complimentary access to world-class resort facilities, services and amenities. Guests who book at least a five-night stay at The Kapalua Villas will receive the fifth night of their stay FREE, plus upon arrival a \$100 Activity Certificate that can be used toward recreational offerings, such as a round of golf, an in-villa massage, snorkel rentals and much more.

Rates start at \$299 a night for a one-bedroom fairway view villa accommodation. To book a stay at The Kapalua Villas, call toll-free at 1-888-664-0237 or visit [kapalua.com](http://kapalua.com).

For more information on Whale Quest Kapalua, visit [kapalua.com](http://kapalua.com) or call 1-888-665-9160.

## **ABOUT KAPALUA RESORT**

Kapalua Resort is a 23,000-acre, master-planned community set amidst a working pineapple plantation on Maui's northwest coast. The resort is renowned for its world-class golf courses - The Bay and The Plantation Courses; 10 residential communities; premier accommodations at The Ritz-Carlton, Kapalua; The Kapalua Villas, a villa rental program; Kapalua Luxury Homes, a luxury home rental program; a tennis complex; three white sand beaches, including two of America's Best Beaches, and a myriad of restaurants and shops. Kapalua Resort hosts a signature event series each year, the PGA TOUR's season-opening Mercedes-Benz Championship in January, Whale Quest Kapalua in February, The Ritz-Carlton, Kapalua's Celebration of the Arts festival in March, Kapalua Wine & Food Festival in June and the Kapalua LPGA Classic beginning October 2008. Readers of *Travel + Leisure Golf* magazine recognized Kapalua Resort as the #1 Golf Destination in Hawai'i for 2006. *Golfweek* recognized The Plantation Course as a Top 100 Modern Course for 2007.

###