

# News Release



**FOR IMMEDIATE RELEASE**

## Kapalua Maui Charities Makes Record Donation of \$508,560 From the 2007 Mercedes-Benz Championship

*9 Maui Charities to Benefit*

*Key Donation Includes New Scholarship Fund for Lahainaluna High School*

**KAPALUA RESORT, MAUI, HAWAII** (May 16, 2007) — It was announced yesterday at a special reception honoring nine designated beneficiaries that Kapalua Maui Charities donated a total of \$508,560 – an all-time record high gift – from this year’s 2007 Mercedes-Benz Championship. This year’s event took place on January 1 – 7 at The Plantation Course at Kapalua Resort.

“We are very proud to make this unprecedented donation that will provide a direct benefit to so many of Maui’s families, children, and seniors,” said David Cole, Kapalua Maui Charities Director and President & CEO of Maui Land & Pineapple Company.

“It’s important to us that the community benefits from all that we do, from our annual signature PGA TOUR event, to our day-to-day operations at the resort and throughout our company. We believe this milestone gift underscores our commitment to Maui’s residents – but especially to our youth who will be our future leaders” he added.

This year, the designated beneficiaries receiving the majority of the funds from Kapalua Maui Charities include: Boy Scouts of America - Maui County Council; Friends of the Children’s Justice Center; Hale Makua; J. Walter Cameron Center; Ka Lima O Maui; Lahainaluna High School Foundation; Maui Memorial Medical Center Foundation; Maui Preparatory Academy; and The Art School at Kapalua.

In addition, Maui Junior Golf, The First Tee National School Program (Kula Elementary School and Princess Nahienaena Elementary) and various West Maui programs received donations. Kapalua Maui Charities has also created a Scholarship Endowment Fund for Lahainaluna High School to honor their many employees who are Lahainaluna High School alumni.

This fund will be coordinated through the Lahainaluna High School Foundation with the first scholarship given to a 2008 graduate.

“Kapalua Maui Charities shares our Foundation’s vision that ‘life is precious.’ Their support of our Foundation ensures Maui Memorial Medical Center has the resources needed to provide a high level of medical care for our residents and visitors alike. We are deeply grateful and applaud Kapalua Maui Charities for their generosity and commitment” said Ululani Correa, Executive Director, Maui Memorial Medical Center Foundation.

“The Friends of the Children’s Justice Center of Maui is blessed to have been a beneficiary of Kapalua Maui Charities’ Mercedes-Benz Championship since the beginning in 1999,” said Randy Echito, Executive Director, Friends of the Children’s Justice Center. “Through the years, the funds generated by the event have helped hundreds of abused and neglected children on Maui, and have provided us with much needed dollars to initiate appropriate prevention projects to the community.”

The dates for the 2008 Mercedes-Benz Championship are December 31, 2007 through January 6, 2008. Tickets will go on sale August 1<sup>st</sup>.

#### **About Kapalua Maui Charities**

Kapalua Maui Charities, the host organization of the Mercedes-Benz Championship, was created as a non-profit to help support a broad spectrum of exclusively Maui-based charities. Since it was formed in 1999, Kapalua Maui Charities, Inc. has given more than \$2.64 million to the local Maui community, helping more than 60 different organizations throughout the island.

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