



## ***News Release***

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### **GILLIOM AND KAPONO ADDED TO SECOND MAI TAI FESTIVAL**

(Kailua-Kona, Hawaii) Hundreds of kamaainas and visitors alike are expected to attend the Royal Kona Resort's Second Annual Don the Beachcomber Mai Tai Festival August 14, 2010. The all-day event will feature a variety of activities, including its signature "\$10,000 World's Best Mai Tai Mix-Off." Two, special afternoon concerts have just been added by award winning performers Eric Gilliom of Barefoot Natives and Henry Kapono to complement the previously scheduled evening's entertainment with alternative rock group Third Eye Blind.

In addition to the Mix-Off and three concerts, Royal Kona's Mai Tai Festival will include a lively Beachbum Berry Mai Tai history seminar, "Battle of the BBQ" cook-off with some of the Big Island's best chefs, and Big Island Mai Tai Marketplace with local products, foods, art and crafts. Sponsors of the August 14 Festival are the Royal Kona Resort, Better Brands and Bacardi.

The day will begin at the Royal Kona Resort with "The Mai Tai Battle of the BBQ," featuring Gilliom performing some of his hit tunes during the competition. The Mai Tai Marketplace and the cook-off will run from 11 a.m. to 2 p.m. Henry

Kapono will be poolside at the Royal Kona Resort from 2:30 p.m. to 3:30 p.m. All afternoon events are open free to the public. Script will be sold for food and beverage throughout the day.

Thirty of the world's top bartenders will vie for the "\$10,000 World's Best Mai Tai" prize, featuring Bacardi Rum. The winning recipe will also be featured in future Bacardi advertising campaigns. The entertaining Mai Tai Mix-Off will be held from 4 p.m. to 7:30 p.m. and is free of charge. Food and beverage stations will remain open.

The intimate Third Eye Blind acoustic concert will be held under the stars from 8 p.m. to 9:30 p.m. Tickets for the concert are now on sale at [www.groovetickets.com](http://www.groovetickets.com) for \$35 General Admission and \$50 VIP seating.

For Royal Kona Resort Mai Tai Festival event tickets, call 808-329-3111. Further information can be obtained online at [www.hawaiihotels.com](http://www.hawaiihotels.com).

For more information and hotel stay reservations, call toll-free 800-22-ALOHA (222-5642) or visit online at [www.royalkona.com](http://www.royalkona.com).

### **About Hawaiian Hotels & Resorts**

Hawaiian Hotels & Resorts, which owns and operates the Royal Lahaina Resort and the Royal Kona Resort, is a division of Pleasant Travel Service, a family-owned company headquartered in Newbury Park, CA. Pleasant Travel Service has helped over five millions guests create unforgettable vacation memories in Hawaii since 1959. For additional information, visit the Hawaiian Hotels & Resorts website at [www.hawaiihotels.com](http://www.hawaiihotels.com).

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