



FOR IMMEDIATE RELEASE

31st Annual Made in Hawai'i Festival Donates \$30,000 to Charity Partners

Mahalo for another successful Made in Hawai'i Festival

Honolulu, HI – August 18, 2025 – The 31st Annual Made in Hawai'i Festival, presented by Hawaiian Airlines, concluded this past weekend with approximately 70,000 attendees over three days of overwhelming support from the community, visitors, and more than 500 local businesses (via 700+ vendor booths) who came together to celebrate Hawai'i's culture, food, fashion, and innovation.

After final tallies were confirmed, festival organizers announced that attendees donated more than \$7,000 through ticket purchases. The Hawai'i Food Industry Association (HFIA) matched that amount, bringing the subtotal to \$15,000. Through a matching partnership, the Servco Foundation doubled that amount — resulting in a grand total of **\$30,000 donated to the festival's charity partners the Hawaii Foodbank and The Food Basket (DA BUX program)** Sunday afternoon.

Over the state holiday weekend, thousands of attendees enjoyed live entertainment, culinary demonstrations, and the opportunity to shop local from artisans, designers, and entrepreneurs from across the state. This year's festival not only showcased the diverse talent of Hawai'i's makers but also reinforced the importance of supporting local businesses and strengthening Hawai'i's economy.

"People look forward to the annual Made in Hawai'i Festival all year for the opportunity to buy locally made products and feel good about supporting small businesses. It is also an opportunity for DBEDT, led by Director Tokioka, to invest in these local companies — more than 500 this year. The festival is always an outstanding success, year after year, and we



mahalo Lauren Zirbel and her HFIA team for another great event showcasing Hawai'i's makers," said Governor Josh Green, M.D.

"DBEDT was proud to be the official government partner of this year's Made in Hawai'i Festival and extends a heartfelt congratulations to all of the participants on taking their businesses to the next level. Mahalo to the Hawai'i State Legislature for their support in making this possible and all of our valued partners. The festival was more than a marketplace – it was a celebration of entrepreneurship, storytelling, and community connection," said Jimmy Tokioka, Director, Department of Business, Economic Development & Tourism (DBEDT)

"The Made In Hawaii Festival is a truly special event that highlights the incredible talent and creativity of our local small businesses," said Brandt Farias, EVP and Chief Marketing Officer, Central Pacific Bank. "At Central Pacific Bank we are so proud to be a sponsor of this festival, which celebrates the best of Hawaii—products made with aloha right here at home. This year was a tremendous success with tens of thousands of people attending, all of whom had a fantastic time while supporting the small businesses that are the economic engine of our state."

"We are extremely grateful to everyone who attended, our sponsors, and the hundreds of small businesses who shared their craft and passion with the community," said Lauren Zirbel, president of the Hawai'i Food Industry Association. "The Made in Hawai'i Festival continues to be a gathering place that uplifts local talent and gives back to the community that makes this event possible."

The Made in Hawai'i Festival extends its deepest gratitude to its 2025 presenting sponsors: Hawaiian Airlines, Central Pacific Bank, Mahi Pono, and DBEDT. Your dedication to celebrating and promoting local artisans, businesses, and culture plays a pivotal role in the festival's continued success.

For more information and updates, visit MadelnHawaiiFestival.com.



Stay tuned for 2026 dates.

Media Contact: Olena Heu 808-368-2085 pr@madeinhawaiifestival.com

###

About the Made in Hawai'i Festival

The Made in Hawai'i Festival is the state's most-loved and largest festival of its kind, featuring more than 700 vendor booths and showcasing thousands of locally made products, including food, art, apparel, jewelry, home goods, and more. Since its inception, the MIHF has been proudly produced by the Hawai'i Food Industry Association (HFIA).

Recognized as an economic incubator, the MIHF helps grow local businesses by providing unmatched exposure to wholesale buyers, media, and a diverse customer base of approximately 70,000 attendees. In 2024 alone, the MIHF generated over \$10 million in sales for Hawai'i businesses—enabling many local entrepreneurs to scale, reinvest, and expand their reach. It is also the only statewide event that vets all vendors for Made in Hawai'i compliance, protecting the integrity of local entrepreneurs and ensuring that products sold truly reflect the quality and creativity of our islands.

Proceeds from the Made in Hawai'i Festival support HFIA's mission to build a strong, sustainable, and resilient food industry in Hawai'i. Our 2025 charity partners are the Hawai'i Foodbank and The Food Basket (Hawai'i Island's Foodbank) DA BUX program, which helps make healthy, locally grown food more affordable for families in need. For more information, visit www.MadeinHawaiiFestival.com.

About Alaska Air Group

Alaska Airlines, Hawaiian Airlines and Horizon Air are subsidiaries of Alaska Air Group, with McGee Air Services a subsidiary of Alaska Airlines. With hubs in Seattle, Honolulu, Portland, Anchorage, Los Angeles, San Diego and San Francisco, we deliver remarkable care as we fly



our guests to more than 140 destinations throughout North America, Latin America, Asia and the Pacific. Alaska is a member of the oneworld Alliance with Hawaiian scheduled to join in 2026. With oneworld and our additional global partners, guests can earn and redeem miles for travel to over 1,000 worldwide destinations. Guests can book travel at alaskaair.com and hawaiianairlines.com. Learn more about what's happening at Alaska and Hawaiian. Alaska Air Group is traded on the New York Stock Exchange (NYSE) as "ALK."

About Central Pacific Bank

The Made in Hawai'i Festival supports our local small businesses and entrepreneurs, not just survive, but thrive. Likewise, CPB has a 70-year legacy of helping all of Hawaii's people and believes the greater diversity in the economy, the greater it is for the community as a whole. In fact, no other Hawaii bank does more to help small businesses than Central Pacific Bank. That's why CPB is pleased to be the "Official Bank of the Made in Hawaii Festival," providing financial resources for businesses to participate in the MIHF. But its support of small business does not stop there. CPB founded the groundbreaking WE by Rising Tide program for women business owners providing the knowledge, networking, and resources they need to take their operations to new heights. During the pandemic, CPB made more PPP loans to businesses than all other local banks. CPB is proud to have been recognized by the U.S. Small Business Association Hawaii District Office with the most awards and honors for making more loans to small businesses than all the other local banks combined. In addition, CPB was named to the 2024 list of America's Best Regional Banks and Credit Unions by Newsweek because of the trust we inspire and our exceptional customer service. These are just a few of the reasons why CPB is where people like banking. Mahalo to the Made in Hawaii Festival organizers for creating an event that truly showcases the creative talents and exquisite craftsmanship that is unique to our islands and the aloha spirit. Visit www.cpb.bank

About Mahi Pono

Mahi Pono is a local Maui farming company that owns and operates approximately 41,000 acres of agricultural land in Central Maui. It was created in 2018 in a joint venture between Pomona Farming LLC, a California-based agricultural group, and the Public Sector Pension Investment Board (PSP Investments), one of Canada's largest pension investment managers. Mahi Pono is committed to practicing sustainable agriculture, to growing food for local



consumption, to the responsible use of natural resources, and to providing high quality agricultural employment. For more information, visit www.MahiPono.com.

About the Department of Business, Economic Development and Tourism (DBEDT)

DBEDT is Hawaii's resource center for economic and statistical data, business development opportunities, energy and conservation information, and foreign trade advantages. DBEDT's mission is to achieve a Hawaii economy that embraces innovation and is globally competitive, dynamic and productive, providing opportunities for all Hawaii's citizens. Through its attached agencies, the department fosters planned community development, creates affordable workforce housing units in high-quality living environments, and promotes innovation-sector job growth.

About the Business Development and Support Division (BDSD)

The Business Development and Support Division of DBEDT promotes industry development and economic diversification by supporting existing and emerging industries in Hawaii, attracting new investment and businesses to the state, increasing exports of Hawaii-made products, and enhancing Hawaii's position in the international marketplace. Learn more at:

<https://invest.hawaii.gov>.