



FOR IMMEDIATE RELEASE

Made in Hawai'i Festival Donates \$40,000 to Hawai'i Charities

Hawai'i Foodbank and The Food Basket Receive Donations Following 32nd Annual Festival

HONOLULU, HI – August 24, 2026 – The 32nd Annual Made in Hawai'i Festival, presented by Hawaiian Airlines, wrapped up this past weekend following four days of strong community support and showcasing more than 800 local vendor booths from across Hawai'i. This year's community celebration comes at a particularly important time, as Hawai'i continues to recover from the recent storm and prepares for the possibility of additional weather impacts, making the festival's \$40,000 donation to Hawai'i Foodbank and The Food Basket especially timely.

Thanks to the generosity of festival attendees and the support of the Hawai'i Food Industry Association (HFIA) and Servco, a total of **\$40,000 was donated to the Hawai'i Foodbank and The Food Basket on Hawai'i Island** during a live, onstage check presentation Sunday afternoon. The donation reflects the Made in Hawai'i Festival community's continued commitment to supporting Hawai'i families, particularly during times of need.

"Every year we contribute a donation to the Hawai'i Foodbank and Hawai'i Island's The Food Basket, and this year it is especially meaningful because of the needs that are coming in and because a lot of people are still recovering," said Lauren Zirbel, Executive Director of the Hawai'i Food Industry Association. "We very much appreciate the community support this weekend. When you support local businesses, you also support your neighbors in times of need."

"We are so grateful to the Made in Hawai'i Festival and to Servco for making this possible. Every single dollar goes right back into our community and makes sure that our neighbors have enough to eat, not only when we have blue skies, but in times of disaster, too," said Amy Miller, President & CEO of the Hawai'i Foodbank.

"In the days since Hurricane Lala hit, we have seen both the tremendous need across Hawai'i Island and the extraordinary generosity of people stepping forward to help their island neighbors.



This donation comes at such an important time as we move from immediate disaster response into recovery, while continuing to make sure families across our island have the food they need. We are deeply grateful to the Made in Hawai‘i Festival, HFIA, Servco, and everyone who contributed,” said Kristin Frost Albrecht, Executive Director, The Food Basket, Hawai‘i Island’s Food Bank.

“We’re grateful for the generosity shown by the Made in Hawai‘i Festival community and proud to help amplify that generosity by matching their donations,” said Ruth Fukunaga Uejio, Chief Financial Officer at Servco. “Hawai‘i Foodbank and The Food Basket do incredibly important work for our communities, and we’re honored to support them, especially at a time when so many families are recovering from the impacts of Lala.”

Held over the state holiday weekend, the 2026 Made in Hawai‘i Festival marked the largest festival in its history, spanning nearly 300,000 square feet and featuring more than 800 Made in Hawai‘i vendor booths representing local artisans, makers, entrepreneurs and locally owned businesses from across the state.

The festival featured 63 total vendors from storm impacted Hawai‘i Island, and approximately 150 new vendors, giving attendees an opportunity to discover new products while supporting Hawai‘i businesses. Beyond shopping and entertainment, the festival continues to reinforce its mission of encouraging consumers to buy local, support local businesses and strengthen Hawai‘i’s economy.

The Made in Hawai‘i Festival is Hawai‘i’s premier showcase of locally made products, bringing together hundreds of Hawai‘i businesses, artisans, makers, food producers and entrepreneurs. The festival provides an opportunity for residents and visitors to discover and support products made and businesses based in Hawai‘i while contributing to the strength and sustainability of the local economy.

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 start, the MIHF has been proudly produced by the Hawai'i Food Industry Association (HFIA).

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 2026 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, Hawaiian and Horizon

Alaska Airlines, Hawaiian Airlines and Horizon Air are subsidiaries of Alaska Air Group, and McGee Air Services is a subsidiary of Alaska Airlines. We are a global airline 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, the Pacific and Europe. Guests can book travel at alaskaair.com and hawaiianairlines.com. Alaska and Hawaiian are members of the oneworld alliance. Members of our [Atmos Rewards](#) loyalty program can earn and redeem points with oneworld airlines and our additional global partners that serve over 1,000 worldwide destinations. Learn more about what's happening at Alaska and Hawaiian at news.alaskaair.com. Alaska Air Group is traded on the New York Stock Exchange (NYSE) as "ALK."

About Central Pacific Bank

Central Pacific Bank (CPB) is built on a legacy of determination and a mission of unwavering support for all of Hawai'i's people. Our founders were World War II Nisei veterans who valiantly fought for our country, only to be denied financial services when they returned home. With that motivation, they created CPB in 1954 with community and equality at the forefront, ensuring no deserving member of our community would be overlooked. This spirit of equity and service continues to guide us today.

The Made in Hawai'i Festival provides a powerful platform for our local small businesses and entrepreneurs to thrive. As a long-standing leader in small business advocacy, CPB is proud to



be the “Official Bank of the Made in Hawai‘i Festival,” providing critical financial resources that help local vendors participate and succeed in this signature event.

We are more than a bank, we are a dedicated partner in your journey, carrying forward the courage of our founders to help customers achieve their dreams. Experience the difference of a bank built for the community, by the community.

Our commitment to excellence has earned national recognition for customer satisfaction, trust, and security. Whether you are launching a business, purchasing a home, or securing your family’s future, our team puts your needs first. To learn more about our services, please visit cpb.bank or stop by any of our 27 locations to speak with us. We got you!

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>.