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## Outrigger Hotels and Resorts ushers in 35th Annual Hawaiian Slack Key Guitar Festival with “Slack Key Jam 4”

*Soulful performances showcase the melodic sounds of Hawaii’s iconic slack key guitar Aug. 18 at Outrigger Reef Waikiki Beach Resort’s Kani Ka Pila Grille*

HONOLULU – Outrigger Hotels and Resorts invites guests to revel in a unique part of Hawaii’s musical culture during the 2017 “Slack Key Jam 4” event at [Outrigger Reef Waikiki Beach Resort](#), Friday, Aug. 18, from 5:30-9:30 p.m. The special event highlights an array of Hawaii’s legendary slack key guitarists performing at Outrigger’s Kani Ka Pila Grille for an unforgettable night filled with the traditional and beautiful sounds of the fingerstyle guitar art form that has inspired island artists for decades. This year’s event will be dedicated to legendary slack key master Cyril Pahinui.

“Outrigger is proud to bring the Slack Key Jam 4 event to Kani Ka Pila Grille as a way to get fans excited for this year’s Slack Key Guitar Festival, a can’t-miss musical celebration on the Hawaiian calendar,” said Luana Maitland, director of music and cultural programs for Outrigger Reef Waikiki Beach Resort and Outrigger Waikiki Beach Resort. “Music plays such an integral role in the Hawaiian way of life and these pre-festival performances are the perfect opportunity for us to showcase the sweet-sounding tradition of slacking, while also providing visitors with a deeper connection to Hawaii’s vibrant local culture during their stay.”



Serving as a memorable preview to the 35th Annual Hawaiian Slack Key Guitar Festival on August 20, “Slack Key Jam 4” promises to deliver a taste of what’s to come during the epic music-filled event, with performances by many of the same entertainers, including:

- Jonah Domingo
- Moon Kahele
- Kamuela Kahoano
- Paul Togioka
- Donald Kaula
- Stephen Inglis
- Keale
- Danny Carvalho
- Brother Noland
- Dwight Kane
- Bobby Moderow
- Glen Smith
- Noe Hussey

-more-

“Slack Key Jam 4” is free and open to the public. While guests are enjoying the sounds of legendary musicians, they can also savor the delicious local food and beverage offering at Kani Ka Pila Grille such as Reef’s Pupu Sampler, the Mochiko Chicken Sandwich or the Fried Rice Loco Moco.

**About the Hawaiian Slack Key Guitar Festival:** Outrigger Hotels and Resorts is the presenting sponsor of the 35th Annual Hawaiian Slack Key Guitar Festival taking place Sunday, Aug. 20, at Kapiolani Park. Sixteen legendary Hawaiian slack key musicians will perform during the event, which is dedicated to the Cyril Pahinui, the famous slack key guitarist and singer.

The first Hawaiian Slack Key Guitar Festival, organized by event producer Milton Lau, was held in 1982 as a tribute to the late Gabby Pahinui and it was officially called the Gabby Pahinui Slack Key Guitar Festival. Today, the Hawaiian Slack Key Guitar Festival is a group of one-day music festivals that take place on four islands.

One of the most prominent and appreciated aspects of this festival is that it is free. In early 2002, to draw more attention to the art form and generate interest nationally, Milton Lau founded The Ki-hoalu Foundation, a non-profit organization that makes these annual events, featured on the islands of Oahu, Maui, Hawaii and Kauai, possible. Lau works diligently throughout the year to obtain art grants nationally from other foundations and government institutions to offer scholarships to interested young people to learn slack key guitar, produce videos, books, audio CDs and continue the festivals statewide and overseas.

For more information about the 35th Annual Hawaiian Slack Key Guitar Festival, visit [SlackKeyFestival.com](http://SlackKeyFestival.com).

**ABOUT OUTRIGGER HOTELS AND RESORTS**

Outrigger Hotels and Resorts is a privately held leisure lodging, retail and hospitality company with corporate offices in Hawaii and operating globally in the Asia-Pacific, Oceania and Indian Ocean regions. From its [Outrigger Signature Experiences](#) to its [Outrigger DISCOVERY loyalty program](#), the values-based company invites guests to escape ordinary with exceptional hospitality and authentic cultural experiences, incorporating local traditions and customs at each of its properties worldwide. Founded in 1947, Outrigger has grown into a highly successful, multi-branded portfolio of hotels, condominiums and vacation resort properties, including Outrigger® Resorts, OHANA Hotels by Outrigger®, Hawaii Vacation Condos by Outrigger®, Embassy Suites®, Holiday Inn®, Best Western®, Wyndham Vacation Ownership® and Hilton Grand Vacations™. Outrigger currently operates and/or has under development 37 properties with approximately 6,500 rooms located in Hawaii (Oahu, Maui, Kauai, Hawaii Island); Guam; Fiji; Thailand; Mauritius; and the Maldives. Find out; find Outrigger at: [www.outrigger.com](http://www.outrigger.com) or visit @OutriggerResorts on [Facebook](#), [Instagram](#) and [Twitter](#).

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