

DATE April 19, 2018 | RELEASE NUMBER: 33|18

The Waikiki SPAM JAM® Festival presented by Outrigger Hotels and Resorts goes green

Hawaii's largest foodie festival focuses efforts to reduce, reuse, recycle

WAIKIKI, HONOLULU, HAWAII – Returning for its 16th year, the [Waikiki SPAM JAM® Festival](#) presented by [Outrigger Hotels and Resorts](#) hits Kalakaua Avenue on Saturday, April 28, from 4-10 p.m., with more than 30,000 locals and visitors alike gathering to celebrate Hawaii's love of the SPAM® brand. New for the 2018 event, the Waikiki SPAM JAM® Festival is going green by encouraging guests to reduce waste and increase recycling to lessen the environmental impact on-island.

Continuing its tradition of giving back to the hungry and needy in Hawaii through annual partnerships with Hawaii Foodbank, Waikiki Community Center and Visitor Aloha Society of Hawaii, the Waikiki SPAM JAM® Festival is teaming up with even more community organizations this year to enhance its green initiatives and further its positive impact on Waikiki.

To support environmental education in the communities of Hawaii, the Kokua Hawaii Foundation is working with the Waikiki SPAM JAM® Festival and encouraging attendees to purchase SPAM JAM® branded collapsible water bottles. Alternatively, festivalgoers are welcome to bring their own reusable bottles to fill with fresh drinking water on tap at the Kokua water stations located throughout the street fair. The Kokua Hawaii Foundation is also providing recycling bins for HI-5 containers placed along Kalakaua Avenue.

In addition, local nonprofit organization Aloha Harvest is saving unsold food to ensure all the meals and snacks served during the Waikiki SPAM JAM® Festival are utilized and put to good use among those in need. At the end of the festival, Aloha Harvest will gather the leftover food and properly distribute and donate it to more than 175 charitable social service agencies that feed the hungry on Oahu.

Not to mention, the Waikiki SPAM JAM® Festival is encouraging participating restaurants and vendors to use compostable products and go plastic-free throughout the food festival by serving delicious SPAM® dishes using earth-friendly products. With these efforts and more, the Waikiki SPAM JAM® Festival continues to give back to the community and beyond while showcasing Hawaii's zealous SPAM® brand-loving community.

For more information on the Waikiki SPAM JAM® Festival: visit SPAMJAMhawaii.com or join the Waikiki SPAM JAM® Festival social community on Twitter: [@SPAMJAM](https://twitter.com/SPAMJAM) or Instagram: [@waikikispamjam](https://www.instagram.com/waikikispamjam)

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®, 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 or visit @OutriggerResorts on [Facebook](#), [Instagram](#) and [Twitter](#).

CONTACT:

Monica Salter, VP Corporate Communications
Outrigger Enterprises Group
Ph: 808- 921-6839
Email: monica.salter@outrigger.com

###