

DATE June 1, 2023 RELEASE NUMBER 16|23

OUTRIGGER Gets its Hands Dirty This World Ocean Month in Hawai'i with 5,000+ Mud Balls

Public is invited to OUTRIGGER Zone Day at Waikīkī Aquarium to help break the record for most "Genki Balls" made, which help to clean the Ala Wai Canal and connecting ocean

HONOLULU – June is World Ocean Month and [OUTRIGGER Resorts & Hotels](#) has pledged to make a difference at its premier beach resorts worldwide as part of its larger ESG (environment, social, governance) platform. Activations connected to ocean health and conservation will be taking place at each OUTRIGGER resort throughout the month that celebrate, educate and inspire guests and hosts to care for our ocean.

In Hawai'i, the main event – which is open to the public – is the **7th Annual OUTRIGGER Zone Day** at Waikīkī Aquarium on Saturday, June 10 from 9 a.m. to 1 p.m.

Attendees will enjoy sweet sounds from *Hawaiian Music Live*, free treats from the *Kona Ice* shave ice truck, while a collection of like-minded organizations share educational activities on the lawn to incite action to conserve precious resources. Attending booths at the family-friendly event include:

- Genki Ala Wai Project
- Board of Water Supply
- Kanu Hawai'i
- NOAA [National Oceanic & Atmospheric Administration]
- Raw Elements Sunscreen
- Sustainable Coastlines
- The Coral Conservancy
- Waikīkī Aquarium



OUTRIGGER.
ZONE



OUTRIGGER is attempting to smash the record of 5,000 "Genki Balls" produced at one event by inviting all attendees to help make a mud ball or two while at the Waikīkī Aquarium. This is in partnership with the [Genki Ala Wai Project](#) – which aims to make O'ahu's Ala Wai Canal fishable and swimmable in seven years. Genki Balls are mud balls made of micro-organisms that eliminate sludge that forms from mud, organic debris, trash and pollutants. On June 30, at the culmination of World Ocean Month, the dried balls will be tossed into the Ala Wai Canal, sink to the bottom and start digesting the sludge.

Entrance to the Waikīkī Aquarium is free that day for OUTRIGGER guests with a valid key card as well as OUTRIGGER hosts wearing their #TeamOUTRIGGER shirt. Standard entry fees apply otherwise.

HAVE A SUSTAINABLE SUMMER!

OUTRIGGER's "Sustainable Summer" begins on June 8 (World Ocean Day) and runs through Aug. 31. The platform brings the preservation and protection of our ocean to the forefront by inviting guests, visitors and local kama'āina to enjoy a *Sustainable Summer* through various on-property activities, sponsorships and event collaborations. www.OUTRIGGER.com/SustainableSummer

Retail partners are providing the following benefits:

Waikiki Beach Walk:

- Keep it Simple: rent a sand sifter for \$5 – take a picture while using it and tag @keepitsimplehonolulu to receive a 15% discount or free body scrub
- KaiAloha Supply: will contribute to a local environmental nonprofit for every canvas bag sold
- Nalu Health Bar & Café: will give a free metal straw to the first 50 people who buy a smoothie or juice on World Ocean Day, June 8

OUTRIGGER Reef Waikiki Beach Resort

- The Cove Collection: free reusable tote with \$75 purchase
- Local Motion: free gift with \$35 purchase
- Sunshine Gallery: free Steven Porter prints + meet the artists on Fridays

OUTRIGGER Waikiki Beach Resort

- Blue Note Hawai'i: free sustainably made keychain with \$30 purchase

OUTRIGGER Waikiki Beachcomber Hotel

- Beachcomber Market: free reusable bag with \$25 purchase



OUTRIGGER is proud to be a pioneer for the planet. It was the first Hawai'i hospitality company to champion reef-safe sunscreen for its guests as a hands-on way to help our oceans thrive. To date, it has preserved, protected and planted more than 100 football fields of coral reef fronting its global resorts. OUTRIGGER's Hawai'i resorts are now [Green Seal certified](#) as well as a founding member of the American Hotel & Lodging Association's [Responsible Stay](#) and are part of Global Hotel Alliance's new [Green Collection](#).

ABOUT OUTRIGGER

For 75 years, OUTRIGGER has charted a journey of discovery – expanding from Hawai'i to premier resort destinations including Fiji, Mauritius, Thailand and the Maldives. The privately held hospitality company invites guests to 'Come Be Here' with authentic Signature Experiences and the [Outrigger DISCOVERY loyalty program](#). OUTRIGGER's multi-branded portfolio includes OUTRIGGER® Resorts, OHANA Hotels by OUTRIGGER®, Hawaii Vacation Condos by Outrigger®, Kapalua Villas Maui and Honua Kai Resort & Spa Maui while also managing select properties from top international hotel brands including Embassy Suites by Hilton®, Best Western® and Hilton Grand Vacations®. Find out more at OUTRIGGER.com or visit @OUTRIGGERResorts on [Facebook](#), [Instagram](#) and [Twitter](#).

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