

DATE: December 5, 2024 RELEASE NUMBER 57|24

## OUTRIGGER Kā'anapali Beach Resort and Kahākūkahi Ocean Academy Co-Title Sponsor the Inaugural First Responder and Military Honolua Classic



*Celebrating Maui's First Responders and Military at Iconic Honolua Bay with a Purpose,  
Proceeds to Benefit Maui's Junior Lifeguard Program and Kahākūkahi Ocean Academy*

**Kā'anapali, HI** – In a heartfelt gesture of appreciation and community support, OUTRIGGER Kā'anapali Beach Resort and Kahākūkahi Ocean Academy are proud to announce their co-title sponsorship of the inaugural **First Responder and Military Honolua Classic**. This exclusive, invitation-only surf contest honors Maui's first responders and military community, bringing them together at Honolua Bay—one of Hawaii's most celebrated surf spots. The event is set to take place on a weekend during the holding period from December 15, 2024 to January 10, 2025, with the exact date announced 72 hours in advance based on optimal surf conditions.

Organized by local surf icon and world champion waterman, Zane Schweitzer, alongside Maui Coast Guard Officer Dylan McCall, the Honolua Classic will provide a unique platform for celebrating the service and sacrifice of first responders and military personnel while raising funds for a critical cause. Proceeds from the event will go directly towards rebuilding the Lahaina Junior Lifeguard Program, helping to cultivate the next generation of lifeguards and ocean safety experts on Maui. The Classic will also benefit the Kahākūkahi Ocean Academy, dedicated to fostering youth ocean stewardship and education.

"Supporting the local community and honoring Hawaiian culture are core to OUTRIGGER's values," said Edwin Torres, General Manager, OUTRIGGER Kā'anapali Beach Resort. "Partnering with Kahākūkahi Ocean Academy and helping the Lahaina Junior Lifeguard Program aligns perfectly with our commitment to mālama (care for) the island, the people, and the ocean. We're thrilled to play a role in this meaningful event that not only celebrates Maui's community heroes but also contributes to the island's safety legacy."

Born and raised in Lahaina, Zane Schweitzer has dedicated his life to ocean sports and mentoring Maui's youth through his foundation, Kahākūkahi Ocean Academy, which combines surf instruction with mental health and environmental stewardship. For OUTRIGGER, such stewardship is integral to the brand's DNA. OUTRIGGER properties worldwide are rooted on iconic beaches, and their success is inseparable from the health of the oceans and the

communities they serve. This close connection makes OUTRIGGER's support of the Honolua Classic a natural extension of its brand promise to protect and uplift ocean-centered communities.

Dylan McCall, a committed Maui Coast Guard Officer, has been instrumental in rescue efforts on Maui, including his leadership during the wildfire rescues on August 8, 2023. His dedication mirrors OUTRIGGER's commitment to safeguarding not only the natural beauty of Hawaii's shorelines but also the well-being of those who call it home. Caring for the community is intrinsic to OUTRIGGER's purpose, and by co-sponsoring the Honolua Classic, the brand continues to honor the island values that resonate deeply with locals and visitors alike.

"Honolua Bay and the waters of West Maui hold a special place in my heart. The First Responder and Military Honolua Classic is our way of giving back to those who selflessly protect our island and 'ohana. This event honors their bravery while raising vital support for programs that nurture the next generation of ocean stewards.," said Zane Schweitzer. "We are grateful to partner with OUTRIGGER Kā'anapali Beach Resort to celebrate Maui's heroes and reinforce our shared commitment to the ocean, 'āina, and community."

### Event Details

- **Event Name:** First Responder and Military Honolua Classic
- **Dates:** To be announced 72 hours in advance, within holding period from Dec. 15, 2024 – January 10, 2025
- **Location:** Honolua Bay, Maui
- **Beneficiary:** Kahākūkahi Foundation (primary) and Lahaina Junior Lifeguard Program

For more details about the First Responder and Military Honolua Classic, including event updates, volunteering opportunities, or how to contribute, visit our website [HERE](#) or call (808) 205-0918. Celebrate Maui's heroes and support the future of ocean stewardship. Donations to this vital cause are welcomed [HERE](#).

###

### ABOUT OUTRIGGER RESORTS & HOTELS

For more than 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](#) – a member of the award-winning Global Hotel Alliance (GHA). OUTRIGGER's multi-branded portfolio includes OUTRIGGER® Resorts, 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®. Find out more at [OUTRIGGER.com](#) or visit @OUTRIGGERResorts on [Facebook](#), [Instagram](#) and [Twitter](#).

### ABOUT KAHĀKŪKAHI FOUNDATION

The Kahākūkahi Foundation, previously known as the "InZane Super Groms," began in 2009 as a grassroots effort led by local world champion waterman, Zane Kekoa Schweitzer. With a focus on creating a learning environment that introduces keiki (children) to ocean sports, stewardship, and a healthy relationship with the kai (sea) and 'āina (land), the Foundation has inspired thousands of young ocean guardians. In 2021, Zane officially established the 501(c)(3) Kahākūkahi Foundation to expand its reach across Maui County and Hawai'i.

In response to the Lahaina wildfires, the Foundation ramped up its programming, offering over 70 weekly events from August 2023 to November 2024, each attended by an average of 50 keiki. Through these events, Kahākūkahi Foundation empowers youth to make positive lifestyle choices, fostering a commitment to blue life practices and ocean conservation. With strong partnerships, including Maui Lifeguard Association, Hui O Wa'a Kaulua, and the Kahākūkahi Ocean Academy at the Parley AIR Station at Fleming Beach, the Foundation is building a community of ocean stewards dedicated to uplifting their environment and protecting Hawai'i's natural heritage. For more info, visit <https://www.kahakukahifoundation.com>.