

**FOR IMMEDIATE RELEASE**

Sunday, December 1, 2019

**Media Contact: Dylan Beesley**

(808) 285-7272 | [dylan@bennetgroup.com](mailto:dylan@bennetgroup.com)

## **Turtle Bay Foundation sponsors ‘Keikichella’ featuring performances by talented O‘ahu youth**

**KAHUKU, O‘AHU, HAWAI‘I** – On Saturday, hundreds of local families and visitors flocked to Turtle Bay Resort for the holiday edition of its monthly Mahina Market for an evening of music and shopping for unique gifts crafted by local artists. Attendees were treated to live performances by local keiki who shared their talents of singing, breakdancing, and more.

“The Mahina Market is a terrific, family-friendly gathering place for our North Shore community and visitors to celebrate the beauty and culture of the North Shore lifestyle,” **said Jerry Gibson**, vice president of Turtle Bay Resort. “Turtle Bay Foundation was thrilled to support Keikichella and showcase these talented youth alongside local artists, farmers, and craftsmen.”

Established as the philanthropic arm of the Turtle Bay Resort in 2012, the **Turtle Bay Foundation** has given nearly \$630,000 and countless service hours to support residents in need and protect the fragile wildlands and native species that make O‘ahu’s North Shore one of the most beloved destinations in the world.

“At Keikichella, we believe that music is a unifying force with the power to bring families and diverse communities together,” **said Tiara Bella Hernandez**, a singer and reality television star who directs the nonprofit organization, Keikichella. “We want to say a big ‘mahalo’ to Turtle Bay Foundation for stepping up to support our mission and providing a platform for children to share their gifts of music.”

Beneficiaries of the Foundation’s giving include fellowship programs and individuals striving to make a difference within their community and nonprofits including but not limited to the North Shore Community Land Trust, Kupu, Friends of Kahuku Library, Waialua Robotics Program, Hale‘iwa Main Street, Hawai‘i Marine Mammal Alliance and Sustainable Coastlines, and over 50 elementary, intermediate and high schools.

**Mahina Market at Turtle Bay Resort** is a blended event of local farmers, craft businesses, live music, exceptional local artists, fresh food, cocktails, networking, live art performances, and more. The monthly event was established to create an organic market experience bringing North Shore locals together with our visiting guests for a unique community gathering that celebrates the beauty and culture of the North Shore lifestyle.

## **Media Kit**

- [Click here to view photos](#)
- [Click here to view b-roll video](#)

## **About Turtle Bay Foundation**

[Turtle Bay Foundation](#) is dedicated to enriching the communities of O‘ahu’s North Shore and Ko‘olauloa region. To fulfill its mission of making one of the world's last great places even better, the Foundation provides education scholarships for deserving youth, job training opportunities for adults, and grants for environmental stewardship, historic and cultural preservation, healthy living through sports and recreation, and health care programs for aging residents, homeless, and substance abuse recovery.

## **About Turtle Bay Resort**

[Turtle Bay Resort](#) is the only destination resort on O‘ahu’s historic North Shore - mecca of the surfing world. Situated on 845 acres, it offers outdoor enthusiasts four and a half miles of beach and 12 miles of oceanfront hiking trails to enjoy and explore. This is in addition to 36 holes of championship golf and a wide array of adventure, ocean, and land activities. All 452 guestrooms and suites offer ocean views, and there are seven restaurants and bars to enjoy the cuisine, view, and ambiance of Hawai‘i.

## **Media Contact**

Dylan Beesley | Vice President  
Bennet Group Strategic Communications  
Email: [dylan@bennetgroup.com](mailto:dylan@bennetgroup.com)  
Mobile: (808) 285-7272

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