



PRESS RELEASE

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'Ahahui Koa Ānuenue Unveils 40th Anniversary Theme Pack Fundraiser

Honolulu – 'Ahahui Koa Ānuenue (AKA), the non-profit fundraising partner of the University of Hawai'i at Manoa Athletics Department, is proud to announce its newest fundraiser in partnership with VIP USA celebrating its 40th anniversary. AKA and its community partners will sell "Theme Pack" books, which offer over \$4,000 worth of savings by over 110 merchants. Hand-selected merchants provide exclusive and value-enhancing offers.

Each Theme Pack retails for \$20, and proceeds from all sales will assist the UH Athletics Department in funding programs for student athlete scholarships.

Just in time for the holidays, books can be purchased at the following merchant locations:

- University of Hawaii Credit Union (University of Hawaii Campus & 2019 South King St)
- Lex Brodie's (Queen Street, Kalihi Street, Kaneohe, Pearlridge & Waipahu)
- Hawaii Self Storage (Kaimuki, Kapolei, Salt Lake, Mililani, & Pearl City)
- Petals & Beans (Airport area)

Online purchases can be made at www.vipusa.net

"We are excited about the potential of the Theme Pack sales as a new and creative way to incorporate the support of or many community partners," Anthony R. Guerrero, Jr., AKA Chairman, said. "And we are grateful to our sponsors and board members for creating new markets for UH athletics fundraising."

Official sponsors of the 40th Anniversary Theme Pack book are: Hawaiian Telecom, Hawaiian Airlines, Hula Bowl, Pizza Hut, Hawaii Self Storage, University of Hawaii Federal Credit Union, Lex Brodie's, Hawaii Winter Baseball, ESPN Radio 1420, and Cox Radio Family.

'Ahahui Koa Ānuenue is the University of Hawai'i Athletics Department's primary fundraising organization. Established in 1967, AKA manages the preferred seating program, athletic booster club programs, and major gifts and planned giving for UH Athletics. To learn more about AKA's programs, please visit www.KoaAnuenue.org.

VIP USA provides fundraising programs to VIP community organizations and charities at no risk with no upfront cost. Theme Packs feature merchant offers from national favorites and local must haves, and can be customized specifically for the fundraiser and their customers. Merchants are featured at no cost in the professionally produced books. For more information about VIP USA's programs, please visit www.vipusa.net.