



AHAHUI KOA ĀNUENUE

PRESS RELEASE

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**Ahahui Koa Ānuenue Launches New Website
To Support University of Hawai‘i Athletics**

Honolulu – ‘Ahahui Koa Ānuenue (AKA), the nonprofit fundraising partner of the University of Hawai‘i at Manoa Athletics Department (UHAD), has gone online with a new website (www.koanuenue.org) in order to help bolster its support of UH men’s and women’s student-athletes.

“Our website offers us a new platform to educate fans and the general public about the importance of private giving and how it contributes to the success of our student-athletes through scholarships, athletic programs, and facilities,” said AKA President Vince Baldemor. “Every coach has a tremendous job in keeping their team competitive in the world of top-level Division I NCAA Athletics. From recruiting to summer school tuition and books for student-athletes to the needs of assistant coaches, each sport is tasked with many additional costs outside of their annual budget.”

In addition, www.koanuenue.org features information about the preferred seating program – which directly supports student-athlete scholarships – the UH booster clubs, and endowments. Endowments are permanent funds established by donors that are carefully invested; the income generated from the investment is used to benefit UHAD as directed by the donor. Currently there are approximately 30 endowments at UH Athletics.

Fans who want to donate funds online to any of the 19 men’s and women’s athletic programs at UH Mānoa can do so through a link to the secure website of the University of Hawai‘i Foundation, which is the university’s private, nonprofit fundraising partner.

Prior to this, AKA had a single webpage on the UHAD website; now the UHAD website will link to AKA. “The AKA website allows us to provide more information about private giving and gives the community another avenue to support our athletic programs. Since AKA’s founding nearly four decades ago, fans support has been consistently strong and is crucial to the long-term success of our student-athletes, our teams and UHAD.”

-more-

“Society of the Rainbow Warrior”



About 'Ahahui Koa Ānuenue

AKA is the University of Hawai'i Athletic Department's primary fundraising organization. Established in 1967, AKA has raised over \$20 million for student-athlete scholarships and recruiting expenses. Over the years, AKA organization has also helped fund the construction of a dorm, Hale Anuenue, and purchased an upgraded ticketing system for the Athletic Department.

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"Society of the Rainbow Warrior"