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**DUKE'S WAIKIKI HONORS MOLOKAI CONSERVATIONIST AS  
2010 HO'OKAHIKO AWARD RECIPIENT**

**\*\*Mac Poepoe selected for contribution to sustainable Hawaiian fishing traditions\*\***

HONOLULU (April 16, 2010) — Duke's Waikiki recently honored Mac Poepoe as the recipient of its 2010 Ho'okahiko Award for his commitment to preserving Hawaii's ocean resources through sustainable fishing practices and perpetuating traditional Hawaiian fishing practices. During the private awards ceremony on Friday, April 9, Duke's presented Poepoe with a \$4,000 donation from its Legacy of Aloha program to support his non-profit organization, Hui Malama o Mo'omomi.

"Mac Poepoe has dedicated so much of his life to preserving traditional Hawaiian fishing practices and protecting our ocean resources, and Duke's Waikiki is proud to honor him with our Ho'okahiko award," said Ross Anderson, senior general manager at Duke's Waikiki. "We value his commitment to sharing his knowledge and to keeping Hawaiian culture alive through Hui Malama o Mo'omomi and want to ensure that his efforts can continue."

Poepoe established Hui Malama o Mo'omomi in 1993 in order to teach younger generations the ancient practices of traditional Hawaiian fishing and how to become responsible marine citizens. Through the organization, he published the acclaimed Pono Fishing Calendar, an illustrated guide promoting good fishing behavior based on the phases of the moon. The guide teaches fishermen when *not* to fish and to keep the population of fish flourishing, while respecting the natural rhythms and renewal processes of the ocean.

“I am honored to receive the Duke’s Waikiki Ho`okahiko Award and cannot begin to express my thanks,” says Poepoe. “I learned the traditional Hawaiian fishing ways from my elders, which were passed down from their ancestors. I’m more than happy to share what I’ve learned with the next generation to make sure that these traditions aren’t lost.”

A select group of cultural, environmental and marine conversation representatives were invited to the intimate presentation, where Poepoe spoke of his love for the ocean and the importance of preserving the fish for future generations. Following the presentation, Poepoe took part in Duke’s Waikiki’s first Reef and Ocean Expo to share his passion and knowledge with the public.

Duke’s Waikiki believes strongly and sincerely in the Aloha Spirit, and that Aloha is the best of Hawaii’s traditions. The Hawaiian word “ho’okahiko” means, “cling to the traditions,” and the Duke’s Ho’okahiko Award was established to honor those who, today, live exemplify and pass on those traditions. Past recipients of the award include Nalani Kanaka’ole and Sig Zane, Kau’i Brant, John and Poakalani Serrao, the Kamaka Brothers, and Pualani Mossman.

Named “Best Place to Take Visitors” by *Honolulu Magazine*, “Best Place to Go on a Sunday” by *Honolulu Weekly* readers’ and “Best Nightlife Venue” in Hawaii by *Zagat Survey*, Duke’s Waikiki pays tribute to Duke Kahanamoku and provides an authentic and enjoyable Hawaiian-style dining experience. Duke’s Waikiki is located at 2335 Kalakaua Avenue, beachside in the Outrigger Waikiki on the Beach Hotel. Validated parking is available at Ohana East Hotel. Reservations: (808) 922-2268, website: [www.dukeswaikiki.com](http://www.dukeswaikiki.com).

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**PHOTO CAPTION:** Ross Anderson (L), Senior Regional Manager of Duke’s Waikiki, presents 2010 Ho’okahiko Award recipient Mac Poepoe (R) with a \$4,000 donation from the restaurant’s Legacy of Aloha program to support Hui o Malama Mo’omomi. Also pictured are Alan Friedlander and Karen Poepoe. Hi-res images are available upon request.

**DUKE'S**  
WAIKIKI

PAY TO THE ORDER OF Hui Malama o Mo'omomi DATE: April 9, 2010

Four Thousand  $\frac{00}{XX}$  \$ 4,000<sup>00</sup>

Memo Legacy of Aloha Sandy Saxten  
Patty Thibaut

