

February 1, 2010

MEDIA CONTACT:
Jocelyn Collado or
Marichris Diga
Becker Communications, Inc.
(808) 533-4165

FOR IMMEDIATE RELEASE

**THE HONOLULU ADVERTISER AND HAWAII NEWS NOW CALL FOR NOMINATIONS
FOR PRESTIGIOUS JEFFERSON AWARDS**

HONOLULU – There are heroes who rush into burning buildings or rescue drowning swimmers. There are heroes who score touchdowns or shoot winning baskets. Then, there are heroes who read to the blind, visit the elderly, and help to feed the hungry or shelter the homeless. Sometimes heroes are people we least expect, people we see everyday. But these are also people who are making a difference in our community, provide hours of volunteer work and selfless dedication to the happiness of others. These heroes deserve to be honored for their unselfish acts, should be celebrated, and be nominated for the Jefferson Award for Public Service. Nominations for the Jefferson Award for Public Service are being accepted from now through Friday, February 26, 2010.

The Jefferson Awards, a program of the American Institute for Public Service, honors ordinary people who do extraordinary things for others. The Honolulu Advertiser and Hawaii News Now, the programs local media sponsors, are asking the community to submit nominations for the local Jefferson Awards. A distinguished panel of judges will review the nominations and select five outstanding recipients who will be recognized during a special ceremony in April. One of the recipients will be selected to represent the people of Hawaii at a national awards ceremony in Washington D.C. this June.

There are four ways to nominate your favorite unsung hero:

- 1) Complete the online nomination form at www.honoluluadvertiser.com or www.hawaiinewsnow.com;
- 2) Email your completed nomination form to jeffersonawards@beckercommunications.com;
- 3) Send your completed form via fax to (808) 537-4990;
- 4) Mail it to The Jefferson Awards, 119 Merchant St. #300, Honolulu, HI 96813.

The national program is sponsored in communities throughout the United States by local media partners. In Hawaii, the program is sponsored by The Honolulu Advertiser and Hawaii News Now.

The prestigious Jefferson Award for Public Service, founded in 1972 by Jacqueline Kennedy Onassis, U.S. Senator Robert Taft, Jr. and Sam Beard, has become the equivalent of the Nobel Prize for public and community service for more than last thirty years.

###