



(For immediate release)

## FIRST HAWAIIAN BANK JOINS HÁFA ADAI PLEDGE PROGRAM

(Friday, April 1, 2011; Tumon, Guam) The Guam Visitors Bureau (GVB) is pleased to announce First Hawaiian Bank has become the 110<sup>th</sup> organization to sign the Háfa Adai Pledge at its main branch in Maite. The company joins more than 7,000 employees and students from other local businesses, schools, and organizations who have signed on to the program.

A component of the Guam Branding Initiative, the Háfa Adai Pledge program has created a platform for local businesses to incorporate the Chamorro culture into everyday office practices. Commitments differ with each participant based on corporate guidelines, business practices and goals. It can mean integrating simple gestures like greeting fellow employees or customers with “Háfa Adai” and displaying the Guam brand logo on business letterhead, or as extensive as adopting a Chamorro language instruction program for employees. Many companies have adopted Háfa Adai Fridays, and increased their support of local handicrafts and performing artists.

GVB Acting General Manager Joann Camacho has committed to have all Government of Guam agencies signed on by the end of this fiscal year.

“It’s a daunting task, but I’m sure we’ll be able to get everyone on board to support this program,” said GVB Marketing Manager Pilar Lagaña. “We have already gotten support from so many organizations. The Háfa Adai spirit is spreading rapidly.”

Since the Háfa Pledge program launch in July 2010, commitments have been signed by A.B. Won Pat International Airport Authority, Advance Management Inc., Agana Shopping Center, Archway Inc., A.S.C. Trust Corporation, Bank of Guam, Bayview Hotel and Oceanview Hotel and Residences, Benson Guam Enterprises, California Pizza Kitchen, Calvo’s Insurance, Cars Plus, Construction Resources, Continental Airlines, Couture Hair Boutique and Spa, DFS Galleria, Element Consulting, G3 Internet Café, Galaide Group, GCC Tourism Academy at John F. Kennedy High School, GCC Tourism Academy at Simon Sanchez High School, Guam Contractors Association, Guam Federation of Teachers, Guam Hotel and Restaurant Association, GuamMenu.com, Guam Power Authority, Guam Preservation Trust, Guam Reef Hotel, Guam’s Own, Guam Young Professionals, Hilton Guam Resort & Spa, Hotel Nikko Guam, Hyatt Regency Guam, Joint Guam Program Office, KUAM/Pacific Telestations Inc., Kloppenburg Enterprises Inc., Leap Corporation, Leap Production, LearnChamorro.com, Marianas Media/CW4, Merrill Lynch, Meskla, Meskla Dos, Money Resources Inc., Notre Dame High School Inc., Outrigger Guam Resort, Pac West Builders, PACIFIC FASTFOOD ASSOCIATES LLC – BURGER KING GUAM, Pacific Islands Club, Pacific Sports Network, Payless Supermarkets, PBS Guam, P.H.R. Ken Asset Management Inc., P.H.R. Ken Resort & Golf Inc. (Country Club of the Pacific), Ruder Integrated Marketing Strategies (RIMS), Sanctuary Inc., SEI: Slotnick Enterprises, Inc., Sheraton Laguna Guam Resort, Shooting Star Productions, Sling Shot Guam, Starts Guam





Golf Resort, Take Care Insurance Company Inc., Taniguchi, Ruth & Makio Architects, The Buzz Café, The Outdoor Chef, The Tourism and Hospitality Society of Southern High School, United Tire Shop, Victims Advocates Reaching Out, the 31<sup>st</sup> Guam Legislature, American Association of University Women, Guam Plaza, City Hills F&B Outlets, JP Superstore, Tarza Water Park, Salon Paradis, Haley's Castle, Princess Jolie, MCV Broadband, G Crew Maintenance, the Mayor's Council of Guam (MCOG), Astumbo Middle School Elective B Team & Chant Dance Class, Big Fish Creative, Immaculate Heart of Mary LifeCorp AmeriCorps, Lam Lam Tours & Transportation, Inc., Pika's Café, Stel Star Productions, The Athlete's Foot Guam, Guam Economic Development Authority, Department of Land Management, Civil Service Commission, Guam Housing Corporation, Office of the Governor of Guam Eddie B. Calvo, University of Guam, Federation of Asia-Pacific Women's Association, Okkodo High School Tourism and Hospitality Academy, and the Office of the Congresswoman Madeleine Z. Bordallo.



First Hawaiian Bank President Laura-Lynn Dacanay, center, stands with FHB management and GVB Cultural Heritage Office Sonja Lujan-Sellers, far right, at the company's Håfa Adai Pledge signing ceremony on Wednesday, March 23.

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