



(For August 12, 2010 Release)

MORE ORGANIZATIONS MAKE Hafa ADAI PLEDGE FRIDAY, AUGUST 13

(Thursday, August 12, 2010, Tumon, Guam) The Guam Visitors Bureau (GVB) announces another group of organizations commit to help make Guam unique by taking the Hafa Adai pledge as part of its Guam brand initiative. The Hafa Adai Pledge is an organization's commitment to introduce, contribute and practice elements of Chamorro and Guam culture into their business protocols reinforcing the island's unique identity. The third pledge signing takes place at a press conference at 10:00 am on Friday, August 13, 2010 in the Guam Visitors Bureau conference room in Tumon, Guam.

"We receive many requests from organizations in both the public and private sectors who are impressed with the enthusiasm, community cooperation, and cultural awareness that the Guam brand initiative generates," said Deputy General Manager, Ernie A. Galito. "Residents and organizations see a ground swell of support of programs such as the village murals, Guam island fiesta tours, Maila Ta Fan Boka, and our village ambassadors; and they want to show their support and contribute," added Galito.

The Hafa Adai Pledge program encourages partnerships in the delivery and execution of the branding initiative. Organizations participate by integrating cultural practices into daily business protocols. Simple gestures like greeting everyone in person, on the phone, in letters or email with "*Hafa Adai*," as well as displaying the Guam brand signature mark on their business letterhead, the adoption of Hafa Adai Fridays, or supporting handicrafts, performing arts and other examples are documented with a pledge of support to solidify Guam's identity.

The Hafa Adai Pledge enumerates participating stakeholders' practices and galvanizes the importance of community partnership. The organizations that are expected to sign the Hafa Adai Pledge on Friday include: **Agana Shopping Center, Galaide Group, Guam Community College Tourism Academy at Simon Sanchez, Kloppenburg Enterprises Inc., Money Resources, Payless Supermarkets, and Ruder Integrated Marketing Strategies.**

Organizations interested in learning more about the Hafa Adai Pledge program can contact the Guam Visitors Bureau at 646-5278.

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