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Serving a STAPLE NEED

MHLA gives 3,000 bags of rice to food bank to help sustain the hungry through holidays

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WAILUKU

The Maui Hotel & Lodging Association has been sprinkling rice around Maui County this holiday season to help those in need.

The nonprofit organization that advocates for the visitor industry donated six pallettes holding 3,000 bags of rice to the Maui Food Bank.

"MHLA's generous donation comes at a critical time for the Maui Food Bank as we are experiencing difficulties in keeping our shelves filled during the holiday period," said Richard Yust, executive director for the Maui Food Bank. "The food bank exists to ensure that no one in Maui County goes hungry. We are grateful that MHLA is helping us fulfill this mission."

On Lanai, MHLA teamed with the Coon Family and employees of Trilogy Excursions and Lanai City Service to bring cheer to Pineapple Island residents Nov. 21. Continuing a long tradition, the two companies handed out turkeys on Lanai; MHLA threw in 5-pound bags of rice.

That day, 1,000 turkeys and 1,000 bags of rice were distributed to residents of Lanai. Others joining to assist in the program this year were Young Brothers, which provided shipping, and Island Movers and Lanai Trucking, which handled the trucking services.

On Molokai this past weekend, MHLA brought rice to the Friendly Isle as well, partnering with Young Brothers to donate 1,000 bags at the "Happy Holidays Molokai Style" event Saturday. The program included a Parade of Lights, which ended at the Mitchell Pau'ole Center, where there were Christmas tree, ornament, dessert and stocking decoration contests.

"It all started with Jim and Rand Coon who allowed us to ride on their coattails on Lanai, and now we've expanded our giving-back efforts to include all of the islands in Maui County," said Carol Reimann, MHLA executive director. "The visitor industry is honored to give back to the residents of Maui, Molokai and Lanai.

"Rice is a staple for many, and we hope to touch as many lives as possible during the holidays and especially during these tough economic times."

For more information about MHLA, call 244-8625.

Article Photos



Richard Yust, executive director of the Maui Food Bank, and Carol Reimann, executive director of the Maui Hotel & Lodging Association, are surrounded by pallets of rice donated by the association. MHLA gave the food bank 3,000 bags of rice.

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