



**Maui
Electric**



NEWS RELEASE

FOR IMMEDIATE RELEASE

10th Annual Keiki Tilapia Fishing Tournament set for May 11 *Registration starts March 5*

KAHULUI, Hawai'i Feb. 19 – Maui Electric and Kā'anapali Golf Courses invite keiki to cast their poles at the **10th Annual Keiki Tilapia Fishing Tournament** on **Saturday, May 11**, from **7:30 a.m. to 9 a.m.**, at the Kā'anapali Golf Course Pond as a benefit for Maui United Way. This "tag and release" event is open to youths, ages two to 18 years old for a registration fee of \$20 per participant (includes an event t-shirt).

Online registration begins at 7 a.m. on Tuesday, March 5 at www.mauiunitedway.org. All registrations will be done online this year. Registration will remain open until 12 p.m. on Wednesday, March 7 or until the 650-participant cap is met, whichever comes first. Registration is confirmed at the time of payment. For registration assistance, contact Maui United Way at (808) 244-8787.

"Maui United Way is so blessed and grateful to Maui Electric Company and the Kā'anapali Golf Course for hosting the 10th Annual Keiki Tilapia Tournament," said Kari Nunokawa, president and chief professional officer of Maui United Way. "This family-centered community event is a great way to have fun with your entire family while also doing so much good for our entire Maui community. All monies raised from this event goes to benefit thousands of our family, friends, and neighbors. Our community is strongest when we all band together and Maui United Way ensures that your dollar is going to those vital programs serving those in Maui county who need it most."

"Our Maui Electric 'ohana looks forward to hosting this event every year," said Sharon Suzuki, president of Maui County and Hawai'i Island Utilities. "We're honored to be able to support Maui United Way and all the wonderful work they do."

During the tournament, keiki will be vying for the "Biggest Tilapia" of the day in their age category. Last year, more than 100 Maui Electric employees and their families helped to organize and volunteer at this event that raised over \$15,000 for Maui United Way, a non-profit organization that raises funds to support Maui's most vital needs through the work of 36 health and human service programs.

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