



FOR IMMEDIATE RELEASE

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King's Hawaiian Honors Charitable Organizations and Celebrates the Hawaiian Way at *Project Mahalo* Event

Fans voted to determine which charities receive \$25,000 and \$10,000 donations

TORRANCE, Calif. (May 1, 2013) — King's Hawaiian is pleased to announce that Meals On Wheels Association of America is the recipient of the \$25,000 donation from KING'S HAWAIIAN *Project Mahalo*, a philanthropic campaign that recognized four national charitable organizations that represent the Hawaiian Way of sharing, generosity and giving back without expecting anything in return.

King's Hawaiian launched *Project Mahalo*—*mahalo* means “thank you” in Hawaiian—to thank Big Brothers Big Sisters of America, Family Caregiver Alliance, Meals On Wheels and One Warm Coat for their charitable work, and to inspire consumers to get involved in their own communities. Fans of KING'S HAWAIIAN products determined which of these four participating organizations best embodied the Hawaiian Way and cast their votes online. As the top vote-getter, Meals on Wheels Association of America received a contribution of \$25,000 from King's Hawaiian. In keeping with the Hawaiian Way of generosity and sharing, King's Hawaiian also made donations of \$10,000 each to Big Brothers Big Sisters of America, Family Caregiver Alliance and One Warm Coat. King's Hawaiian CEO Mark Taira presented the company's contributions at a special event held at King's Hawaiian corporate headquarters on May 1, which is the traditional Hawaiian holiday of Lei Day.

“Our goal with Project Mahalo was to thank these wonderful organizations and to raise awareness about the generous work they do every day,” said Mark Taira during remarks at the Lei Day event. “We are extremely grateful to Big Brothers Big Sisters of America, Family Caregiver Alliance, Meals On Wheels and One Warm Coat for embodying the spirit of giving generously to others and honoring family and community. They truly exemplify the Hawaiian Way.”

About the Organizations

Big Brothers Big Sisters of America provides careful mentor matching and long-term support to help kids facing adversity achieve success.

Family Caregiver Alliance supports and strengthens the work of families nationwide caring for loved ones with chronic disabling health conditions.

Meals On Wheels Association of America supports local Meals On Wheels programs that deliver nutritious meals to homebound seniors.

One Warm Coat shares the warmth by working to provide a warm coat, free of charge, to anyone in need.

About King's Hawaiian

Founded more than 60 years ago in Hilo, Hawaii, by Robert R. Taira, King's Hawaiian is a family-owned business that for three generations has been dedicated to making irresistible, original recipe Hawaiian foods made with Aloha Spirit. A priority for the company is sharing the Hawaiian Way—a uniquely Hawaiian approach to hospitality based on graciousness, generosity, and a commitment to making everyone feel a part of the KING'S HAWAIIAN *ohana*—our extended family.

Kings Hawaiian makes the #1 branded dinner roll in the United States, and operates baking facilities in Torrance, California and Oakwood, Georgia. For more information, visit the company's website at www.KingsHawaiian.com, "Like" [King's Hawaiian on Facebook](#) and follow [King's Hawaiian on Twitter](#).

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