



Media Contact: Catherine Tarleton
CatherineTarleton@gmail.com
808-883-0669

T. KANESHIRO STORE 'OHANA TO BE HONORED AT "PEACE DAY" PARADE AND FESTIVAL

For immediate release

HONOKAA, HAWAII'S BIG ISLAND—The 4th Annual Parade & Festival for the United Nations International Day of Peace will honor the T. Kaneshiro extended family, stalwart community supporters and owner-operators of the landmark T.Kaneshiro Store in Honokaa for over 70 years. Cousins Roland and Gary Kaneshiro, the co-founder and patriarch Tomimasa Kaneshiro (Gary's father), and other members of the extended 'ohana including past and present employees, will be featured in the Peace Day Parade on Sunday, September 19, 2010 as "Community Contributors" and this year's "Honored Guests."

"TKS" was founded by brothers Tomisei and Tomimasa Kaneshiro, and in the decades that followed earned numerous awards, including the SBA's "Small Business Person of the Year" for Hawaii Island in 1998 and Outstanding Employer of Persons with Disabilities from the State of Hawaii Vocational Rehabilitation & Services for the Blind Division. The Kaneshiro's have supported the American Cancer Society Relay for Life for ten years, as well as countless other charity events and good causes. The store will reopen in September as Malama Market Honokaa. (For more see, <http://www.hamakuatimes.com/t-kaneshiro-store-to-end-years-of-grocery-business-in-honokaa-p494-106.htm>)

Honokaa Hongwanji Buddhist Temple, PO Box 1667, Honoka`a HI 96727 808 775-7232
The Committee for the Parade for the United Nations International Day of Peace is an affiliate of the Honpa Hongwanji Mission of Hawaii, a registered not-for-profit, 501(c)(3) organization. Artwork and the words "United Nations" are used with permission.

“It’s a great pleasure for us to recognize and thank the Kaneshiro ‘ohana on behalf of the Peace Committee, the Hamakua community, and the Hawaii Island and State community,” said event chair Miles Okumura. “They’ve earned a peaceful and happy retirement, and we want to give everyone a chance to show our appreciation for their many good works. T. Kaneshiro Store has been a staunch supporter of the Parade and Festival for the United Nations International Day of Peace from its beginnings and our Committee is especially grateful to them for their support over the years. I hope and expect that all of Honokaa will turn out to honor and applaud them in a gesture of aloha and gratitude for what they have done and what they have meant to our community for more than 70 years.”

Stepping off at 11:00 a.m. from Honokaa High School, the Parade is a “moving stage” of music, dance, colorful floats, acrobats, performance artists and entertainers, marching down the “new” freshly-repaved Mamane Street. Last year’s Parade & Festival featured stilt-walkers, rock & roll music, Honokaa High School Jazz Band, slam poets, award-winning taiko drum groups, marching bands, marimba music and much more.

At 12:00 noon, a community Festival takes place in the Hawaii County Sports Complex, with food booths, crafters and community information, plus live entertainment onstage until 3:00 p. m., broadcast via a live webcast linked with other Peace Day celebrations around the world. One goal of the Festival is to be a low or no-waste event. Admission is free and the public is welcome.

Other Peace Day festivities include:

- Youth Speaks Hawaii slam poetry workshop at NHERC, Saturday, September 18, 1:00-3:00 p.m.

Honokaa Hongwanji Buddhist Temple, PO Box 1667, Honoka`a HI 96727 808 775-7232
The Committee for the Parade for the United Nations International Day of Peace is an affiliate of the Honpa Hongwanji Mission of Hawaii, a registered not-for-profit, 501(c)(3) organization. Artwork and the words “United Nations” are used with permission.

- Live Poetry Slam at Feel My Bean, Saturday, September 18, 5:00 p.m.
- Mamane Street decorating contest
- Student Peace Poster Contest (details and entry forms at www.peacedayparade.org)
- Kilinailau (Carteret) Islands education-relocation project
- Talk and booksigning by Captain Paul Chappell, internationally known author, speaker, peacemaker and U.S. Army veteran. www.PaulKChappell.com
- Peace Film series at Honokaa Peoples Theater

Details and updates posted on www.peacedayparade.org and “Peace Day Parade” fan page on Facebook.

The 4th Annual Parade & Festival for the United Nations International Day of Peace is presented by the Peace Committee of the Honokaa Hongwanji Buddhist Temple in cooperation with the United Nations and numerous community organizations. Major financial support has been provided by the Hawaii Tourism Authority, County of Hawaii Department of Research and Development CPEP and the Honpa Hongwanji Mission of Hawaii. Slots in the Parade and Festival booth space are available now to September 1. For more information on how to get involved, call (808) 883-0669, email peacedayparade@gmail.com or visit www.peacedayparade.org.

###

Honokaa Hongwanji Buddhist Temple, PO Box 1667, Honoka`a HI 96727 808 775-7232
 The Committee for the Parade for the United Nations International Day of Peace is an affiliate of the Honpa Hongwanji Mission of Hawaii, a registered not-for-profit, 501(c)(3) organization. Artwork and the words “United Nations” are used with permission.