

For Immediate Release

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"HĀ: BREATH OF LIFE" COMES ALIVE THIS SUMMER

***Spectacular One of a Kind Extravaganza to Debut as
the Polynesian Cultural Center's New Night Show***

Lā'ie, HI – May 18, 2009 – A new wind is blowing into the Polynesian Cultural Center's Pacific Theater late this summer with "*Hā: Breath of Life*," a spectacular new Polynesian night show like nothing else seen in Hawai'i. The \$3 million show will bring the performance into the audience and utilize exciting new technology when it debuts.

Guests will identify with the lead character, Mana, as he evolves through the universal life themes of boyhood, young love, respect and appreciation for elders, and how important community can be for individuals and families. All themes are central to the Polynesian cultures and are applicable to every individual, relaying the message of family, hope, pride and heritage.

"Our night show has always served as the perfect ending for our guests after spending a day at the Center," said Von Orgill, president of the Polynesian Cultural Center. "With *Hā: Breath of Life*, we've worked to create an engaging experience that captivates audiences while it reinforces what they've learned about our Polynesian cultures through the telling of one man's life story."

Hā: Breath of Life will showcase a newly redesigned stage in the Pacific Theater that creates an experience that brings guests into the heart of the show and allows for surprises throughout.

Original compositions produced with cultural experts from each of the Center's island villages will set the aural backdrop for each scene as Mana transitions through the Polynesian cultures of Hawai'i, Tonga, New Zealand, Samoa, Tahiti and Fiji.

“The new show has been in production for the past three years with a coordinated effort that started at the grassroots level in our island villages and worked its way through our skilled production team,” said Alfred Grace, chief operating officer for the Polynesian Cultural Center. “Each costume, song and dance has been carefully crafted by our team to draw our guests into the story and create a wonderful connection with the characters and memories to last a lifetime. We’re really excited to share *Hā* with everyone and bring something new to Hawaii’s visitor industry to help further enhance our destination.”

Hā: Breath of Life replaces the long running *Horizons: Where the Sea Meets the Sky* that has been a visitor favorite since 1996.

“We believe *Hā* will appeal to all of our guests – first-time, repeat and kama’āina – because it has a little something for everyone,” said Grace. “It’s important to continually improve and expand our products based on extensive customer feedback surveys and we’ve worked hard to create an experience like no other. It was key that the new show be inclusive and easily translated across cultures to make it a guest favorite for years to come.”

As the excitement builds for the new show, updates about the production will be posted on the Polynesian Cultural Center’s website at www.polynesia.com. Guests interested in attending the grand opening are encouraged to book their tickets early online or by calling the reservations office at (800) 367-7060. Check often for package specials and unique production information.

Founded in 1963 as a non-profit organization, the PCC has entertained more than 34 million visitors, while preserving and portraying the culture, arts, and crafts of Polynesia to the rest of the world. In addition, the PCC has provided financial assistance to 17,000 young people from over 70 different countries while they attend Brigham Young University-Hawai’i. As a non-profit organization, 100 percent of PCC’s revenue is used for daily operations and to support education.

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