



## FOR IMMEDIATE RELEASE

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### 22<sup>nd</sup> ANNUAL ALA WAI CHALLENGE HONORS BIG WAVE SURFING LEGENDS

*Peter Cole and Fred Van Dyke Recognized for Lifelong Achievements*

**\*(Images Available Upon Request)**

Honolulu, HAWAII - This year's Ala Wai Challenge honored two living surfing legends, life-long environmentalists and water sports enthusiasts – Peter Cole and Fred Van Dyke. Both pioneered some of the big wave-riding contests on the North Shore and continue to surf and participate in civic and community events.

The official opening ceremony started this morning at the Ala Wai Neighborhood Park with a colorful double-hulled canoe procession carrying both honorees and their spouses, Sally Cole and Joan Marie Florence, as well as 2007 Ala Wai Challenge Event Chair Chris Tatum who is also the general manager of the Waikiki Beach Marriott Resort & Spa. The ceremony included a beautiful presentation of ancient chants by Kahu Dennis Sallas and hula performances by Na Opio o Ko'olau.

Honoree Fred Van Dyke said that he was initially taken aback when he was first informed that he had been selected together with his best friend, Peter Cole, as honorees for this year's Ala Wai Challenge. "I have received lots of recognition and glory in the past but this acknowledgment hit me between my guts as it is truly a special privilege and honor to be acknowledged for my achievements amongst the beloved people of Hawaii," said Fred. "It fulfills my dreams of accomplishment," he added.

Organized by the Waikiki Community Center and presented by the Waikiki Beach Marriott Resort & Spa as the event's gold sponsor, the Ala Wai Challenge was well-attended by the local community and tourists in Waikiki. A total of 29 teams participated in the exciting local sports event, which included a quarter-mile *Canoe Paddling Race* along the Ala Wai Canal bordering Waikiki and ancient *Hawaiian Makahiki Land Games* within the park grounds.

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Last year's winning team, the Kawanānakoā-Bartels #1 once again emerged as this year's overall champions. The team won first place for the *Canoe Paddling Race* under the Kane Division (men) while the Waikiki Beach Boys Canoe Club emerged tops for the Wahine Division (women).

For the *Hawaiian Makahiki Land Games*, the First Hawaiian Bank team grabbed the winning spot with their prowess in the activities such as stone bowling, spear throwing and dart sliding (complete results of the event attached).

Event Chair Chris Tatum thanked the Waikiki Community Center for organizing the fun outing, which was not only enjoyed by families and local residents, but proved to be a great event for the Waikiki tourists who could personally experience the rich culture and tradition Hawaii is famous for.

"We look forward to partnering with the Waikiki Community Center in the year-round activities that benefit the local community of all ages and Waikiki tourists," said Chris. Chris Tatum is also the general manager of Waikiki Beach Marriott Resort & Spa and supported this year's Ala Wai Challenge as a gold sponsor. The resort entered a total of six teams for the event - four teams comprising of resort employees and two local canoe teams as sponsored teams, one from Keala Canoe Club and the other from Ho-okahi (Navy Wives).

Many spectators took advantage of the free canoe taxi service that offered a fun water ride in a double-hulled outrigger as they shuttled visitors from one side of the canal to the other. There were also Hawaiian crafts booths, delicious local foods, authentic lomi-lomi massage and live, local entertainment to add color and festivity to the event.

Organized yearly, the Ala Wai Challenge is a fun, family get-together for visitors, residents and the community. First established in 1985 as a community service by the Waikiki Junior Chamber of Commerce, this annual fundraising event will benefit programs and services organized by the Waikiki Community Center for families, children, and senior adults who live, work and visit Waikiki.

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## RESULTS OF THE ALA WAI CHALLENGE

### First Place Canoe – Wahine Division (Women)

Waikiki Beach Boys Canoe Club

2nd – Team Salsa

3rd – Waikiki Beach Marriot Resort & Spa #6

4th – Waikiki Beach Marriot Resort & Spa #3

5th – The Equss Hotel

### First Place Canoe – Mix Division

Boys & Girls Club Waikiki

2nd – The Equss Hotel

3rd – Waikiki Beach Marriott Resort & Spa #2

4th – Waikiki Beach Marriott Resort & Spa #6

### First Place Canoe - Kane Division (Men)

Kawananakoa-Bartels #1

2nd – Kawananakoa-Bartels #2

3rd – Ching Yuen Morikawa Law

### First Place – Makahiki

First Hawaiian Bank

2nd – Waikiki Beach Boys Canoe Team (men)

### 2007 Overall Winner

Kawananakoa-Bartels #1

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