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FOR IMMEDIATE RELEASE

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**LIONS CLUBS INTERNATIONAL CONVENTION EXPECTED TO DRAW
20,000 TO THE HAWAIIAN ISLANDS, JUNE 26-30**

*– State's largest convention in 2015 will generate \$84 million in total revenue,
\$8.2 million in state tax revenue –*

HONOLULU – More than 20,000 delegates and their families are expected to arrive on O'ahu this week for the 98th Annual Lions Clubs International (LCI) Convention at the Hawai'i Convention Center, June 26-30. The event, themed "Strengthen the Pride," is the largest convention scheduled in Hawai'i for 2015 and forecast to generate more than \$84 million in total revenue and \$8.2 million in state tax revenue. This is the fourth time that Honolulu will host the Lions Clubs International Convention.

"The industry has been working hard since 2002 to bring this convention back to Hawai'i, and it is great to see our patience and perseverance rewarded with the privilege of welcoming the Lions Clubs International to our islands this week," said Brian Lynx, vice president of meetings, conventions and incentives for the Hawai'i Tourism Authority. "LCI's diverse global membership of more than 1.4 million makes this an ideal opportunity for Hawai'i to demonstrate once again the value in its geography, international appeal and proven track record in hosting meetings that draw attendance from East and West. We would like to express our gratitude to the leaders of the Lions Clubs, the many Lions Clubs volunteers here locally and our hospitality industry for their efforts in securing this tremendous organization for the Hawaiian Islands."

Attendees will participate in plenary sessions, seminars and events aimed at inspiring delegates to strengthen their commitment and work within their respective chapters and communities around the world. Convention schedule highlights include:

- Friday, June 26 – Leo Lū'au at the Honolulu Zoo
- Saturday, June 27 – International Parade of Nations in Waikīkī starting at 9 a.m.; International Show at the Hawai'i Convention Center featuring Kenny Loggins, Steve Augeri, Mickey Thomas, and the Yacht Rock Revue
- Sunday, June 28 – Opening Plenary Session featuring keynote address from Tim Shriver, chairman of Special Olympics

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- Monday, June 29 – Second Plenary Session featuring Barry J. Palmer, chairperson of the LCI Foundation

“We are excited to take advantage of Hawai‘i’s inspiring beauty and atmosphere as we prepare for a great week of learning, networking, and entertainment ahead,” said Joseph Preston, LCI international president. “The hospitality and warm Aloha spirit is second to none in Hawai‘i. I know our delegates and their guests will enjoy meeting in a multi-cultural and world-class destination like Honolulu, while taking the opportunity to explore the neighbor islands on pre- and post-convention trips.”

For a complete schedule and more information about the LCI Convention, visit <http://lclicon.lionsclubs.org/EN/index.php>.

Lions Clubs International is the largest service club organization in the world. Its 1.4 million members in more than 46,000 clubs are serving communities in more than 200 countries and geographical areas around the globe. Since 1917, Lions clubs have aided the blind and visually impaired, championed youth initiatives and strengthened local communities through hands-on service and humanitarian projects. For more information about Lions Clubs International, visit lionsclubs.org.

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About Meet Hawai‘i

Meet Hawai‘i is a collaboration of the Hawai‘i Visitors and Convention Bureau (HVCB) and Hawai‘i Convention Center (HCC) to reinforce the brand of the Hawaiian Islands as a world-class destination for business meetings, conventions, and incentive programs. The marketing efforts of the Meet Hawai‘i team are overseen by the Hawai‘i Tourism Authority (HTA), the state of Hawai‘i’s tourism agency. HTA was established in 1998 to ensure a successful visitor industry well into the future. Its mission is to strategically manage Hawai‘i tourism in a sustainable manner consistent with the state of Hawai‘i’s economic goals, cultural values, preservation of natural resources, community desires, and visitor industry needs. For information about Meet Hawai‘i and the hosting of meetings, conventions and incentives, please visit MeetHawaii.com.

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