

**FOR IMMEDIATE RELEASE**



## **Catalina Island Company Stands with Maui – Luau Donation Program to Aid Maui Strong Fund**

**AVALON, CALIF. (August 30, 2023)** - In a display of unity and compassion, Catalina Island Company announces its heartfelt commitment to a fellow island community by supporting the Maui Strong Fund, established by the Hawai'i Community Foundation in the wake of devastating wildfires.

Catalina Island Company pledges to donate 50% of the price of each ticket purchased for the upcoming Hawaiian-style Luau at Descanso Beach Club on September 2, 2023. The company will also ensure that any additional donations generously provided by our valued luau customers through this initiative will be channeled to the Maui Strong Fund, an organization dedicated to aiding the recovery and rebuilding of the island of Maui after the recent natural disaster.

The Descanso Beach Club Luau, known for its vibrant atmosphere and celebration of island culture, serves as a platform to emphasize the shared experiences between Catalina Island and Maui. This month's event takes on a deeper meaning as it fosters unity, showcasing the strong bond that island communities share during times of adversity.

Catalina Island Company strives to make a meaningful impact on the Maui Strong Fund's relief efforts. The company understands the importance of collaboration in times of need and encourages its valued customers, residents, and partners to come together for the collective well-being of island communities. [Purchase Tickets to the September 2nd Hawaiian-Style Luau at Descanso Beach Club on Catalina Island.](#)

The Maui Strong Fund is providing financial resources to support the immediate and long-term recovery needs for the people and places affected by the devastating Maui wildfires. <https://www.hawaiicomunityfoundation.org/maui-strong>

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### **ABOUT CATALINA ISLAND COMPANY**

Catalina Island's premier resort operator, Catalina Island Company, provides exceptional guest experiences with dining establishments, hotels, a beach club, entertainment venues, and more than a dozen land and sea tours and activities. The newly renovated Hotel Atwater joins the other Avalon accommodations at Mt Ada and the Pavilion Hotel. Other notable entities include Descanso Beach Club, home of Catalina's only beachside restaurant and bar, as well as the Zip

Line Eco Tour, Catalina Aerial Adventure, and Catalina Falconry Experience, all part of Descanso Adventures. Catalina Island Company also has an extensive portfolio of premier meeting and event venues, including oceanfront Catherine's Terrace at Descanso Beach Club and the Avalon Boardroom in Hotel Atwater. Additionally, Catalina Island Company operates the village of Two Harbors on Catalina's west end, including Harbor Sands, Banning House Lodge & Villas, Harbor Reef Restaurant, several campgrounds, and more. For additional information, go to [VisitCatalinaIsland.com](http://VisitCatalinaIsland.com).

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