

## Proud Sponsor of the Ka'ū Taro Festival 2025

Privileged to be a **Diamond Sponsor** of the 2025 Ka'ū Taro Festival on December 13, 2025 in Pāhala, Hawaii. The festival — titled Kāniwala Kalo O Ka'ū — was a celebration of kalo (taro), culture, 'ohana, and community life across Ka'ū.



As a hometown NHO rooted in the **Ka'u community**, our sponsorship wasn't just financial backing — it's our commitment to preserving heritage, empowering youth, and nourishing the soul of our community.

“Growing up in Pāhala shaped every part of who I am. Supporting the Ka'ū Taro Festival as a Diamond Sponsor is personal — it's our commitment to ensuring that Ka'ū's culture, identity, and future remain strong. This festival reminds us where we come from and why giving back matters.” — *Mel Yokoyama, NHO Founder and Chairman.*

## Why Taro Matters — and Why We Support It

Kalo (taro) has anchored Native Hawaiian life for centuries. It represents genealogy, nourishment, resilience, and the deep relationship between people and 'āina. The Ka'ū Taro Festival celebrated that lineage with live music, hula, kalo demonstrations, local vendors, youth leadership, and community fellowship.



"Kalo is resilience. Ka'ū is resilient. When we invest in our community, especially our youth, we strengthen that foundation. This sponsorship was more than support for a festival — it's a statement of pride in who we are and what we're building together."

— *Kauwilakalaokalani "K" Liufau, NHO Vice Chairman.*



As a **community-based** Native Hawaiian Organization rooted in Ka'u, supporting this festival aligns directly with our mission: preserving heritage, strengthening community ties, and creating economic and educational opportunity for Ka'ū's next generation.

At Kāniwala Kalo O Ka'ū, attendees enjoyed:

- Live music & hula performances
- Poi-pounding demonstrations and kalo-food experiences
- A youth Ali'i Court coronation — celebrating the next generation of community leaders
- Local vendors featuring kalo-based foods, crafts, plants, baked goods, and handmade art
- Games, community fellowship, cultural education, and more



# From Our 'Ohana to Yours — What This Sponsorship Meant



As **Diamond Sponsor**, Mālama Ka'ū Foundation was proud to support the festival's operations, help underwrite vendor/community costs, and ensure the proceeds helped fund scholarships and other Ka'ū community programs. We're also committed to helping promote the festival to ensure strong attendance — because every 'ohana counts.

