



What is this?

‘Ōlelo Hawai‘i ‘oe? is a Kanaeokana campaign to encourage everyone to use ‘ōlelo Hawai‘i in everyday life. Kanaeokana—a network of ‘ōlelo Hawai‘i, Hawaiian culture, and ‘āina-based schools (preschool through university level) collaborating to strengthen Hawaiian education—is seeking partners in the effort, in this case, vendors who are willing to connect with their customers using simple ōlelo Hawai‘i expressions and vocabulary.

Why are we doing this?

‘Ōlelo Hawai‘i is the indigenous language of the islands and one of two official state languages. ‘Ōlelo Hawai‘i ‘oe? is a fun way to engage communities to join in the collective effort to revitalize ‘ōlelo Hawai‘i.

What’s in it for businesses?

- Promotion and marketing support from Kanaeokana.
- Playing a key role to revitalize ‘ōlelo Hawai‘i in a fun and easy way.

What’s in it for customers?

- Potential discounts (at the discretion of the vendor)
- OR receiving a ticket from any vendor they speak with
 - Each ticket is redeemable for a prize at the Kanaeokana booth near the stage at the Ah Fook Chinen Center.
 - Bigger prizes can be redeemed for two or more tickets





How it works

- **Vendors opt-in** to participate.
- **Booth sales support.** Vendors who opt in will be given:
 - Table-top signage that clearly indicates their participation.
 - A pack of tickets to distribute to each customer who conducts business using 'ōlelo Hawai'i
- **Social media promotion.** Participating vendors get promoted during Merrie Monarch week on Kanaeokana's social media channels. Currently Kanaeokana has over 380,000 Facebook followers.
- **Free PR and media.** Potential coverage in the form of newspaper and media packages.
- **'Ōlelo Hawai'i support.** Hawaiian vocabulary and commonly used phrases within a marketplace context are provided via social media and a hard-copy cheat sheet for vendors and customers.
- **Happier customers.** Customers are rewarded (whether through vendor discounts or Kanaeokana prizes) for helping to revitalize 'ōlelo Hawai'i while they shop.
- **'Ōlelo Hawai'i lives!**





Need help?



the information booth.

Redeem your tickets at the Kanaeokana booth in the Ah Fook Chinen Center, next to

for prizes!

1. Use 'ōlelo Hawai'i!
2. Get a ticket while you shop
3. Redeem your tickets



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