



8th Annual Kona Surf Film Festival Set To Be Epic Weekend Of Film, Music, Art, Ono Grindz & Drinks

KOHALA COAST, HAWAII: Get ready for Hawaii's premiere international surf film showcase, the Kona Surf Film Festival from December 2 & 3, 2011. The eighth installment of this epic weekend of film, music, art, ono grindz and drinks is set to be the biggest festival yet with special guest Rob Machado, undeniably one of the world's greatest surfers, on board to share in the stoke.

The Kona Surf Film Festival showcases independent short and feature films from established and emerging surf filmmakers from around the globe. The event is a benefit for the Seathos Foundation, which promotes education and awareness of the human impact on the world's oceans.

This year festival organizers received a record number of film submissions and have attracted a line-up of big-name sponsors including Nike, Alaska Airlines, Hurley, the Kona Brewing Company, and more. The line-up of films is set to be announced next week but organizers have hinted to expect a mix of American, Australian, European and locally produced works.

Festival founder and program director, Chad Campbell, said that the "Kona Surf Film Festival is a chance for filmmakers to expose their work to a more mainstream audience that is psyched to share in the thrill of surfing outside of the water. These films are packed with beauty, creativity and awesome soundtracks."

Campbell continued, "This year we are excited to introduce the inaugural Kona Surf Film Festival Awards presented by Alaska Airlines, which will recognize standout films."

The 2011 Festival will also for the first time present "Sustainable Sunshine", an art and eco cultural event hosted by sustainable design company, FIRN LIFE. Sustainable Sunshine will showcase planet-friendly local art, design, fashion, jewelry and surf equipment and accessories. Art installations, an alternative surf movie screen and DJ sets will also feature as part of the line-up.

Stay tuned for the complete list of films, bands, art and famous faces at:
www.konasurffilmfestival.org or www.facebook.com/konasurffilmfestival

WHAT: 2011 Kona Surf Film Festival, benefiting the Seathos Foundation

WHEN: Friday, December 2, 2011 from 4 pm - 10 pm & Saturday, December 3, 2011 from 12 pm - 10pm

WHERE: The Pavilion at The Mauna Lani Bay Hotel & Bungalows, Kohala Coast, Hawaii.

COST: Adults \$15, Groms (Kids!) \$10

BYO: Beach chair and blankets for films shown under the stars. Bring a sweater as it may get a little chilly!

FOOD: BBQ and beer available for purchase. No coolers please.

ART & DESIGN: Available for purchase.

INFO: www.konasurffilmfestival.org

STAY: Take advantage of Mauna Lani Bay's exclusive Kona Surf Film Festival room rates starting from \$199 per night. Contact (800) 367-2323 or visit www.maunalani.com

About Kona Surf Film Festival:

Founded in 2003 by Chad Campbell, the Kona Surf Film Festival celebrates the art of surfing. Chad, a surfer, filmmaker and editor himself, has always held a passion for film-making and the surfing lifestyle. He wanted to use that passion to bring the community together to participate in the long-held tradition of surfers watching surf films on the big screen. Often showcasing unknown films and filmmakers who have a love for all things surf, the Kona Surf Film Fest gives people an opportunity to share in the stoke, outside of the water. Visit www.konasurffilmfestival.org for more info.

The Mauna Lani Bay Hotel & Bungalows is recognized as one of *Travel + Leisure's* "World's Best Hotels" for 2011 and is also on the *Conde Nast Traveler* 2011 "Gold List". It is the only independently-operated resort on the Kohala Coast of Hawaii and has maintained its original owners since its opening in 1983. Mauna Lani Bay is also one of the smaller resorts on the coast giving guests an intimate, timeless Hawaiian experience that is personalized and pleasantly unscripted. It is Mauna Lani Bay's cultural and environmental programs that make it truly stand out from others and which has earned it the reputation of one of the "World's Top Earth-Friendly Getaways". Mauna Lani Bay is committed to delivering aloha in everything it does and as such takes a stand against hidden resort fees. It is home to the famous CanoeHouse restaurant, the Hawaiian inspired Mauna Lani Spa and the championship Francis H. I'i Brown Golf Courses. Mauna Lani Bay has formed a partnership with a group of pro triathletes and stand up paddlers who help the hotel spread the message of enjoying a healthy and active lifestyle. The resort is a member of the Preferred Hotel Group recognizing the world's best independent luxury hotels and resorts. For reservations call (800) 367-2323 or visit www.maunalani.com