



FOR IMMEDIATE RELEASE

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THE WAIKOLOA FOUNDATION AND RESORT PARTNERS COMBAT HUNGER WITH THE
SECOND WAIKOLOA HOLIDAY FOOD DRIVE

*Hawai'i Island community members are invited to support The Food Basket
now through Dec. 22*

WAIKOLOA, HAWAI'I ISLAND – Beginning today, community members can participate in [The Waikoloa Foundation's](#) second Waikoloa Holiday Food Drive in support of [The Food Basket, Hawai'i Island's Food Bank](#) and its efforts to provide food assistance and promote community resiliency. The resort-wide food drive will run until Dec. 22, and The Waikoloa Foundation, Queens' Marketplace, The Kings' Shops, Marriott Vacation Club and Hilton Waikoloa Village have committed to making additional monetary donations.



Donations drive away hunger this holiday season

The food drive's timing comes as The Food Basket is facing an unprecedented food shortage, exacerbated by federal supply chain issues. The shortage has posed a significant challenge for the organization as it works to serve 50,000 Hawai'i Island residents per month, a sharp increase from the 14,000 community members in need prior to the pandemic.

“We're facing a historic low in supply, but the community needs our support now more than ever,” said **Kristin Frost Albrecht, Executive Director, The Food Basket**. “Sky-rocketing prices of rent, groceries and utilities have significantly affected families, and The Waikoloa Foundation's leadership on this effort has been integral to supporting kama'āina in need.”

Last year, the Waikoloa Holiday Food Drive raised more than \$55,000 and 1,000 pounds of food for The Food Basket.

“Our Hawai‘i Island community is still feeling the rippling effects of COVID-19,” said **Cary Boeddeker, Board Chair, The Waikoloa Foundation**. “We’re thankful that so many of our Waikoloa resort community has come together this year with us to support our neighbors, friends and family members who rely on The Food Basket’s critical resources.”

Community members can donate non-perishable food at the following locations throughout Waikoloa:

- The food court at the Queens’ Marketplace
- A-Bay’s and Main Stage by Tiffany & Co. at the Kings’ Shops
- The golf shop at the Kings’ Course Clubhouse
- Main Lobby at Waikoloa Beach Marriott Resort & Spa

To learn more about the Foundation’s mission and commitment to Waikoloa, visit waikoloaland.com/foundation/.

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Media Kit

- [Still Photos](#)

The Waikoloa Foundation

Founded by Waikoloa developer Ron Boeddeker in 1987, The Waikoloa Foundation is a nonprofit organization established to steward the precious cultural and environmental attributes that make Hawai‘i unique. The Foundation’s primary focus includes protecting and restoring historical and cultural sites, preserving Waikoloa’s natural resources, empowering Hawai‘i’s future generations, leaders and change-makers through education and community initiatives, leading responsible tourism efforts on the Kohala Coast and encouraging sustainable development to protect Hawai‘i’s unique ecosystem.

The Food Basket, Hawai‘i Island’s Food Bank

The Food Basket’s mission is to end hunger in Hawai‘i County. As the only food bank serving Hawai‘i Island, The Food Basket’s primary concern is to meet the hunger needs of the island’s residents through a variety of ongoing programs, including Emergency Food Distribution, Supplemental Nutrition Assistance Program (SNAP) Outreach, “We Got Your Back” Keiki Backpack Program, The “Kupuna Pantry” Commodity Supplemental Food Program, DA BUX SNAP Incentives Program, DA BOX Community Supported Agriculture Program, DA BUS Mobile Market and Food Pantry, and the Kokua Harvest Gleaning Project. For more information about The Food Basket, please visit www.hawaiifoodbasket.org or call, 808 933-6030.