



MEDIA RELEASE

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FOR IMMEDIATE RELEASE

Royal Footsteps Along the Kona Coast Receives Preservation Honor Award

Kailua Village, HI 04.29.11 ~ The Historic Hawaii Foundation presented Kailua Village Business Improvement District representatives with a Preservation Commendation award for designation of Alii Drive, “*Royal Footsteps Along the Kona Coast*,” as a Hawaii Scenic Byway.

For 36 years, the Historic Hawaii Foundation has sponsored Preservation Honor Awards. The awards are Hawaii’s highest recognition of preservation projects that perpetuate, rehabilitate, restore or interpret the state’s architectural, archaeological and/or cultural heritage. The KVBID award, one of four given in the Preservation Commendations category, was presented during a special event held in Honolulu.

“Award credit belongs to the Local Hawaii Scenic Byway Committee who successfully undertook the arduous challenge of designating the seven-mile corridor as a Hawaii Scenic Byway,” said KVBID president Eric von Platen Luder. “We were among impressive company at the awards ceremony and it was exciting to know that Historic Kailua Village and particularly *Royal Footsteps Along the Kona Coast* are receiving well deserved attention and recognition.”

In presenting the award, the Historic Hawaii Foundation noted that the Alii Drive’s designation was only the second Scenic Byway in Hawaii. *Royal Footsteps Along the Kona Coast* is a collaborative effort between the community, business and government to protect, preserve, restore, promote and share the extensive and extraordinary intrinsic qualities along the length of Alii Drive.

The mission of the Kailua Village Business Improvement District is to make Kailua Village a model sustainable community that is a better place to invest, work, live and play. KVBID is working cooperatively to improve and maintain the physical appearance and aesthetics of public right of ways, open space and parks, increase cleanliness and security, and attract long term sustainable business and community activity in Kailua Village.

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On hand to accept the award were Debbie Baker (KVBID Executive Director), Eric von Platen Luder (KVBID President), Senator and Mrs. Daniel Inouye, and KVBID Board of Directors representatives Monique Peacock and Michele Otake