



## MEDIA RELEASE

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## FOR IMMEDIATE RELEASE

### **Royal Footsteps Along the Kona Coast Receives Chamber Pualu Award**

Kailua Village, HI 06.24.11 ~ Kailua Village Business Improvement District and the Scenic Byway Committee's efforts in achieving Hawaii Scenic Byway status for Alii Drive, Royal Footsteps Along the Kona Coast, was acknowledged by the Kona Kohala Chamber of Commerce with the Chamber's 2011 Pualu Award for Culture & Heritage.

Established in 1979, the annual Pualu awards honor outstanding individuals, businesses and non-profit organizations in West Hawaii for their dedication and hard work in the community.

The Kailua Village Business Improvement District and the Local Byway Committee successfully undertook the challenge of designating the seven-mile Alii Drive as a Hawaii Scenic Byway. The Hawaii Department of Transportation approved the nomination and designated *Royal Footsteps Along the Kona Coast* as the state's second Hawaii Scenic Byway.

*"Royal Footsteps Along the Kona Coast* is a collaborative effort between the community, business and government," said Kailua Village Business Improvement District President Eric von Platen Luder. "On behalf of the many people involved that played a role in Alii Drive's designation, I'm pleased to accept this award."

KVBID and the Local Byway Committee are now working toward nomination of Alii Drive as a National Scenic Byway. Roads that become Scenic Byways are limited to those that tell a story, have outstanding qualities that need recognition or protection, and roads that will benefit from a coordinated strategy for tourism and economic development.