



*Exploring Hawaii
Since 1993*

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HAWAI'I FOREST & TRAIL CELEBRATES 20 YEARS

E Ho'omalū Corporate Philanthropy Program Launches

BIG ISLAND OF HAWAI'I – (April 30, 2013) ~ Rob and Cindy Pacheco have a passion for the natural world of Hawai'i. The couple, who founded [Hawai'i Forest & Trail](http://HawaiiForest.com) on May 5, 1993, respect that these islands contain diverse and unique ecosystems rivaling any place on earth.

“Because of its isolation in the middle of the Pacific and its volcanic geology, Hawai'i is a paradise for studying evolutionary biology, extinction, endangered species and conservation,” explains Rob Pacheco. “It is a place where the fundamental lessons of creation and earth sciences can be seen, experienced and understood.”

Pacheco, who had worked as a naturalist on the US mainland, recognized that most residents and visitors were seeing Hawaii's beautiful scenery yet they were coming and going with little knowledge of Hawaii's natural history. He decided to combine his passion with a vision: to share Hawaii's natural history with others and to help conserve Hawaii's endangered environment through education. This vision fit well with the growing worldwide interest in eco-tourism. Soon thereafter, with the help of his wife Cindy whom he had met in Kona, the idea for Hawai'i Forest & Trail was born.

Now, 20 years later, Hawai'i Forest & Trail remains one of only a few tour companies allowed access to private lands and controlled access to wildlife refuges. Additionally, Hawai'i Forest & Trail is renowned for their knowledgeable and qualified guides with strong academic backgrounds in biology, geology, Hawaiian history and extensive natural field experience.

From their initial rainforest bird walk, the Pachecos have expanded eco-adventure offerings to include Hawai'i Volcanoes National Park, stargazing from Mauna Kea, a waterfall walk and specialized

birding tours. In 2011 the Pachecos founded Kohala Zipline based in North Kohala, the only tree-to-tree zipline in the state.

The company strongly believes that “conservation begins with education.” They sponsor free field trips for island students and they participate in tree plantings and other community service and volunteer work-day projects throughout the year.

To celebrate their twentieth year Hawai‘i Forest & Trail is launching a year-long corporate philanthropy program called *E Ho‘omaluō*, which means to conserve or manage wisely, as with natural resources.

A committee of Hawai‘i Forest & Trail employees met and together recommended a list of on-island 501(c)3 non-profits most aligned with Hawai‘i Forest & Trail’s mission and values. Hawai‘i Forest & Trail will partner these organizations in the coming year by way of fundraising, tours, volunteer work days or what might best benefit the non-profit. The organizations are: Bishop Museum; North Kohala Community Resource Center; Nature Conservancy; Friends of Hakalau; Hawaii Wildlife Center; West Hawaii Veterans Cemetery; Waikoloa Dry Forest Initiative; Friends of Hawaii Volcanoes National Park; Kohala Center and Kohala Watershed Partnership and the Keauhou Bird Conservation Center (affiliated with the San Diego Zoo).

“We wanted to do something special to give back to our island community and to celebrate our 20th year,” said Rob Pacheco. “E Ho‘omaluō speaks perfectly to our mission. Our more than 25 employees are on board with this and excited about the opportunity to give back to multiple organizations throughout the year and to do so in a targeted, meaningful, and personal way.”

On May 18, Bishop Museum becomes the first E Ho‘omaluō participant. The museum has chosen to offer its members the opportunity to participate in a Hawai‘i Forest & Trail Bird Watching Adventure to Hakalau Forest National Wildlife Refuge. Sign-ups are being handled by Bishop Museum for the 24 seats aboard two of Hawai‘i Forest & Trail’s specialized vehicles.

“The mystique of Hawai‘i, the essence of this place, a place that millions of people from all over the world love to visit, is found in the life of the land,” says Rob Pacheco. “Even after 20 years, each day I am out in the field, Hawai‘i reveals a little more of herself to me; an experience I love to share with others. These encounters affect people in profound ways. We are grateful to have the opportunity to share our enthusiasm for nature and conservation with others through our tours and now through E Ho‘omaluō.”

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About Hawaii Forest & Trail

Hawaii Forest & Trail has been exploring Hawaii since 1993. The company's mission is to deliver guests an excellent, safe and fun learning experience, to support island communities and resources through philanthropy, sustainable business practices and a conservation ethic, and to provide a healthy, profitable, and rewarding environment for their company ohana. On each and every one of their adventures, Hawaii Forest & Trail shares the splendor of Hawai'i as part of their vision to inspire a deep connection with our natural world. Visit Hawaii-Forest.com.

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This document does not include diacritical markings for Hawaiian words because not all computers are able to reproduce these markings or true fonts in normal text.