



The Senate

STATE CAPITOL
HONOLULU, HAWAII 96813

Media Advisory
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The Hawaii State Senate to Commemorate Hilo Hattie's Golden Anniversary

Honolulu – The Hawaii State Senate will commemorate Hilo Hattie's 50th anniversary on **Friday, April 5, 2013 during its Session, which begins at 11:30 a.m.** Senators will present the company's top executives with a Certificate of Recognition for achieving this milestone.

"It is important for us to recognize Hilo Hattie for this significant achievement. Through its products, the company has shared what's unique to our Islands and the Aloha spirit with visitors and kamaaina alike," said Sen. Will Espero, who will be presenting the certificate.

Hilo Hattie's history in Hawaii began in 1965 when the first manufacturing center, named "Hawaiian Wear Unlimited," opened in Honolulu. In 1979, the company officially changed its name to Hilo Hattie Fashion Center, named after the entertainer, Ms. Hilo Hattie. Its new headquarters and flagship store on Nimitz Highway opened in 1983. The Hawaii Visitors and Convention Bureau awarded Hilo Hattie the Kahili Award for "The Best Retailer in Hawaii" in 1998. The Guinness Book of World Records certified Hilo Hattie's 400XL Aloha Shirt as the "World's Largest Aloha Shirt" in 1999. Among its most recent accolades, The Star Advertiser, Honolulu Magazine, and Hawaii Business Magazine all voted Hilo Hattie "The Best Place for Aloha Wear."

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