



For Immediate Release:

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San Diego Shaka Fest

Kids Fight The Obesity Epidemic Hawaiian Style

April 18, 2014 - The public is invited to California's Largest Hawaiian outrigger canoe regatta and Stand Up Paddle race dedicated to youths on April 26, 2014 at Crown Point – Mission Bay.

San Diego, CA January 2, 2014--Nā Koa Kai Canoe Club, Inc., a 501c3 nonprofit organization dedicated to perpetuating the Hawaiian culture and fighting the youth obesity epidemic by encouraging youths to learn and live a lifestyle of health and wellness presents the **San Diego Shaka Fest** at Crown Point Park on San Diego Mission Bay on April 26, 2014.
www.sandiegoshakafest.com

-Nā Koa Kai Canoe Club is proud to present the inaugural San Diego Shaka Fest. This festival includes a youth only Hawaiian outrigger canoe regatta, a stand-up paddle race for all ages, and health wellness fair focused on youths from all walks of life.

Parking and admission is free and open to the public. The festival will start with a traditional Hawaiian blessing. After the opening ceremony is the first 3-mile long stand up paddle race for all ages known as the Stand Up For The Kids SUP fundraiser. Then the third annual Keiki Heihe Wa'a (youth canoe regatta) begins with a 3-mile long Hawaiian outrigger canoe race. Youth's then race their canoes on a straight 500 yard course with six lanes marked by buoy flags with race turns in front of Crown Point Shores. This is a very

spectator friendly event and great fun for the entire family. Teams from as far away as Hawaii come to compete at this event.

You outrigger canoe racers from the Hawaiian Nā 'Ōpio Racing Association, The Southern California Outrigger Racing Association, and the United State Canoe Association will be competing in the traditional Hawaiian way in their six-person Hawaiian outrigger canoes, hula dancers, drummers, and ukulele players will be performing in the park entertaining guests. Health Wellness information booths, Stand Up Paddle Vendors with demo equipment, and Outrigger paddling vendors will also have booths at this festival.

This festival is a fundraiser to benefit Nā Koa Kai Canoe Club so they can continue to operate their all adult volunteer run Hawaiian cultural immersion program on San Diego Mission Bay.

Part of the mission of Nā Koa Kai Canoe Club's Hawaiian cultural immersion program is to educate the youth about eating a healthier diet while at the same time participating in physical activity such as outrigger canoe paddling and stand up paddling. Gus Cervantes president and cofounder of Nā Koa Kai Canoe Club believes that teaching children at a young age the habits of a healthy diet and regular exercise will continue through their adulthood and begin to turn the tide on the obesity epidemic that has inflicted modern society.

Nā Koa Kai Canoe Club, Inc. is a 501c3 nonprofit organization. Nā Koa Kai Canoe Club is a youth only Hawaiian cultural immersion program run by all adult volunteers and was founded on November 11, 2011 in San Diego California. Nā Koa Kai Canoe Club's mission is to develop an appreciation of cultural heritage by educating their youth about the Hawaiian and Pacific Islander culture through language, hand crafts, chants, prayers, and ancient History of Hawai'i in a safe, healthy and nurturing environment. And to teach their youth the importance of maintaining a healthy and active lifestyle by combining wellness education including sound mind & body. And by preparing and encouraging them to participate in competitive outrigger canoe paddling and races.

For updated information on this event call Gus Cervantes at (858) 449-2078 or visit www.sandiegoshakafest.com

Media Note: Arrangements for credentialed media to report, film, or photograph from our safety boats during the races are limited so please make your appointment early by contacting Gus Cervantes at 858-449-2078. Full color images are available online at <http://www.sandiegoshakafest.com/gallery>

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