



**“Hō‘ā i ka Lama”, An Event To Support  
The Mālama Honua Worldwide Voyage,  
Raise Awareness About Climate Change and to Mālama ‘Āina  
September 9, 2014 (Next Full Moon)**

August 26, 2014

PRESS RELEASE

Contact: Malia Nobrega-Olivera, (808) 286-5461, [nobrega@hawaii.edu](mailto:nobrega@hawaii.edu)

A call to our global community to **“Hō‘ā i ka lama”** (ignite the torch) on the next full moon (September 9, 2014), turning our attention to the night sky to show our collective support for the Polynesian Voyaging Society’s Mālama Honua Worldwide Voyage, to raise awareness around the global issue of climate change, and encourage simple, conscious efforts to mālama ‘āina (care for the land). The September 9<sup>th</sup> full moon will be celebrated as the last of the year, bigger and brighter than usual.

Inspired by Earth Hour, a worldwide “lights out” movement uniting millions of people around the simple act of turning off their use of electricity as a symbolic act to show their awareness and care for the planet, Loli Aniaiu, Maka‘ala Aniaiu (Climate Change, Climate Alert) or “LAMA” project housed within Hawai‘inuiākea School of Hawaiian Knowledge, encourages you to join us in ‘TURNING IT ON BY TURNING IT OFF’, from sundown on September 9<sup>th</sup> until sun up on September 10<sup>th</sup>.

**Why a “lights out” event?** According to the recently released report, The Third National Climate Assessment, “The majority of the warming at the global scale over the past 50 years can only be explained by the effects of human influences, especially the emissions from burning fossil fuels (coal, oil, and natural gas) and from deforestation”.<sup>1</sup> “The combustion of fossil fuels to generate electricity is the single source of CO<sub>2</sub> emissions in the nation [United States]”.<sup>2</sup> Completely eliminating (or significantly decreasing) the use of electricity during the **Hō‘ā i ka lama** event is another step forward in curbing our over-dependence on fossil fuels and channeling our human propensity to live, love, and thrive in a world powered by local, renewable energy sources.

As evidenced by the recent devastation caused by Hurricane Iselle and the subsequent loss of power to thousands in the Puna District of Hawai‘i Island, our dependence on fossil fuels can debilitate our communities. The ordeal reminds us that preparedness and alternative energy sources can make all the difference when the grid goes down.

**What does it mean to “Turn it ON by turning it off”?** Turn it on refers to that knowledge torch that we all carry within us that have been passed on to us by our kūpuna (elders) and to channel our collective energy towards a sustainable future.

“LAMA believes that individual changes in behavior have the power to affect global change that will protect Mother Earth for generations to come. It is our hope that this small action will inspire our communities to support clean energy initiatives and return to a way of life supported by the guiding principle of mālama ‘āina and living in balance with nature,” says Malia Nobrega-Olivera, LAMA Director.



**What will my family do when the lights are out?** We have lots of ideas, such as going outside and teaching one another about the stars and moon phases, gathering your 'ohana and sending good energy to our navigators on the Mālama Honua voyage, having a moonlit dinner, planning a picnic with your loved ones, planting a garden with the moon cycle, making music, etc. Visit our website to learn what others are planning for the Hō'ā i ka lama event and how this initiative contributes to other LAMA projects, such as the "Lamakū Na'auao" project funded by the Kresge Foundation to help build the capacity of the Native Hawaiian community to participate in decision-making and plans to adapt Hawai'i's food and energy systems to the impacts of climate change.

**How can my 'ohana (family), business, organization, and community participate?** We are asking everyone to make a pledge on our website, plan an event, and to help us share this message with friends and family worldwide through your social media networks. Take a picture or video of your action and share it with us on Instagram (#hoaikalama), FaceBook, and Twitter. We will also be having an **Instagram Challenge** and offering prizes too.

For more information-

Website- <http://hoaikalama.com>

Facebook- <https://www.facebook.com/kilohonua>

Twitter- @kilohonua

Instagram- @kilohonua #hoaikalama #islandclimate

-----

About LAMA: Loli Aniaiu, Maka'ala Aniaiu (Climate Change, Climate Alert) or "LAMA" is a program housed within Hawai'inuiākea School of Hawaiian Knowledge, one of the largest schools of indigenous knowledge in the United States at the University of Hawai'i at Mānoa.

LAMA's mission is to catalyze climate adaptation and resiliency by engaging communities in Hawai'i and beyond through innovative training and policy tools that link decision-makers with the university, island communities, and the public as well as private sectors. It is our goal to engage and empower climate justice communities in Hawai'i and globally.

For more info visit LAMA at- <http://islandclimate.net>

"Hō'ā i ka lama" is a project that transpired as an action item from our recent Kilo Honua (Earth Observers) workshop that gathered Native Hawaiian kupuna (elders), policy makers, leaders, University professors and students, and community organizers.

---

<sup>1</sup> <http://nca2014.globalchange.gov/report/our-changing-climate/introduction>

<sup>2</sup> <http://www.epa.gov/climatechange/ghgemissions/gases/co2.html>