



NEWS RELEASE

FOR IMMEDIATE RELEASE

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Contact:
Nicole Okamura
(808) 728-9625

HILO 'MOM-O-RAMA' EVENT ENCOURAGES MOTHERS TO FOCUS ON THEIR HEALTH

*The August celebration is back on the Island to
promote well-being for mothers and families*

HONOLULU – “Mom-O-Rama” – a celebration of mothers and the importance of their well-being – returns to Hilo on Sunday, Aug. 16 from 2 to 5 p.m. at the HMSA Center @ Hilo, the Waiakea Center, 303A E. Makaala Street. This fun, free event for the entire family celebrates moms and their overall health.

Moms will gain invaluable information from a series of speakers. Attendees will receive tips about finance and budgeting from Central Pacific Bank, learn how to reduce stress from Cheryl Jackson of Parents, Inc., and gain helpful information on healthy foods from Jana Ortiz-Misiaszek of the Blue Zones Project Hawaii. Moms also can enjoy networking with other women through fun activities, light pupu, games, and giveaways, which include a Mom-O-Rama prize pack.

Mothers also can learn about the Moms In Hawaii supportive online/offline community and meet other mothers in their Hilo community. Children are welcome, too! There will be activity stations especially for the keiki, as well as an opportunity to get their Keiki ID cards made.

“Last year’s ‘Mom-O-Rama’ event series was a big hit and we’re so happy to bring this event back to the Hilo community,” said Nicole Okamura, chief executive mom, Moms In Hawaii. “Our goal is to connect moms with one another and provide them valuable information so they can take charge of their overall well-being. That will in turn help them take care of their families.”

(more)

“Juggling all the responsibilities that come with being a mom is hard work,” said Elisa Yadao, HMSA’s senior vice president of consumer experience. “And when you’re so busy taking care of others, it’s easy to put your own health on hold. We want to help moms refocus on their own health, learn how other moms are doing it, and share their own experiences and expertise.”

Space is limited, so registration is strongly encouraged. Register on MomsInHawaii.com’s Facebook event page at www.Facebook.com/MomsInHawaii. The HMSA Center @ Hilo is located at 303A E. Makaala Street, next to Walgreens. The social-media hashtag for this event series is #MomORamaHI.

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About Moms In Hawaii

Moms In Hawaii empowers moms by bringing them together, both online and "in real life." Moms In Hawaii provides information, experiences and support to keep moms and their families happy and healthy, and adds enrichment and fun to their lives. More information is available at www.MomsInHawaii.com, on Facebook (Facebook.com/MomsInHawaii), on Twitter (Twitter.com/_MomsInHawaii) on Instagram (Instagram.com/_MomsInHawaii), on YouTube (YouTube.com/MomsInHawaii) and on Pinterest (Pinterest.com/MomsInHawaii).

About HMSA

Caring for the people of Hawaii is our promise and our privilege. Working together with employers, partners, and physicians and other health care providers, we promote wellness; develop reliable, affordable health plans; and support members with clear, thoughtful guidance.

HMSA is the most experienced health plan in the state, covering more than half of Hawaii’s population. As a recognized leader, we embrace our responsibility to strengthen the health and well-being of our community.

Headquartered on Oahu with centers statewide to serve our members, HMSA is an independent licensee of the Blue Cross and Blue Shield Association.