



## NEWS RELEASE

### FOR IMMEDIATE RELEASE

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Contact:  
Keola Nakanishi  
(808) 295-MANA (6262)  
keolamanamaoli@gmail.com

### **MANA MELE TO LAUNCH HAWAI'I'S FIRST SOLAR-POWERED MOBILE STUDIO**

*Kickstarter campaign to raise funds for the project*

**HONOLULU** – Mana Maoli and the Music & Entertainment Learning Experience (MELE) program have teamed up to create an exciting Kickstarter campaign to fund its new Mana Mele Project – featuring a Music & Multimedia Academy and *Meleana*, Hawai'i's first solar-powered, mobile audio/visual studio that will serve as a state-of-the-art learning lab.

Geared towards empowering youth, *Mana Mele* offers an innovative solution to the nationwide crisis of decreased funding in music education and cultural preservation, and lack of college/career readiness among Hawai'i's youth. The studio will enable students to connect and work with youth and adults that share similar passions for music and the profession, creating mentorships with local musicians, engineers, videographers and event planners. Students will be able to compose, record, and edit songs and music videos; produce audiobooks, instructional videos and other “knowledge resource products,” along with stories and oral histories.

In addition, *Meleana* and the “*Mana Mele Collective*” will offer high-end live event services and studio products as a fee for service to businesses, individuals, nonprofits and schools. The *Mana Mele Collective* includes many of Hawai'i's finest music and multimedia industry professionals. The end goal of this initiative is to sustain *Meleana*'s service to Hawai'i's youth and increase the scope and reach of Mana Mele's Academy curriculum. This aligns with Mana Mele's goals of advocating for excellence, clean energy, community and keiki.

As a recent example, Mana Mele joined forces with internationally renowned [Playing For Change](#) to record and film “Song Across Hawai'i” and “Song Around the World.” The first song, “Hawai'i Aloha,” features over three dozen of Hawai'i's top artists across many genres and more than 1,000 youth across 10 Mana Mele partner schools. It is scheduled for release at Mana Mele's launch event on April 22.

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Mana Mele's Kickstarter campaign will start on Tuesday, March 15, 2016 and run through Saturday, April 23, 2016. This campaign will allow for the launch of two exciting applications of *Meleana* and the Academy curriculum – a Mana Mele EP Series and 'ŌPIO TV. Mana Mele's EP series of quality music recordings will team popular local artists with Hawai'i's up-and-coming youth, allowing for a beautiful collaboration of the minds. Featured artists will include John Cruz, Henry Kapon, Brother Noland, The Green, Ledward Ka'apana, Mike Love, Paula Fuga, Kimie, Anuheha and many more.

'ŌPIO TV will encourage youth and communities to "tell *your* story, from *your* place." Youth will have the opportunity to cover stories that are of importance to them, while serving as news anchors, field reporters, and camera and sound crew.

A decade of fundraising, a three-year federal grant and support from Jack and Kim Johnson's 'Ohana Charitable Foundation allowed for the building of the mobile studio, design of the curriculum and the integration of both components across 10 partner schools and two school years. Now it is time to fundraise for the next phase.

"We're excited to kick-start Mana Mele's EP Series and 'ŌPIO TV! *Meleana* and our Academy curriculum provides an innovative platform to educate Hawai'i's 'ōpio using a unique, hands-on learning experience that brings together two worlds – modern technology and ancient knowledge," said Keola Nakanishi, Director, Mana Maoli. "Community support of this project will go a long way to help students grow and be college- and career- ready through music, movies and culture."

"I feel honored to be able to share my gift of music and have an exchange with the youth," said local musician and mentor Irie Love. "Being able to connect and teach them music through the Mana Mele project is a magical experience. I hope this project never ends."

Supporters of Mana Mele's Kickstarter campaign can choose from a wide array of quality "mahalo gifts" from the Mana Mele Collective, including but not limited to:

- 'Ukulele signed by Jack Johnson and Eddie Vedder (Pearl Jam)
- Mobile studio services – live, studio, audio, video
- Mana Mele hydroflasks, reusable bags and shirts
- More than 100 music tracks including pre-release copies of forthcoming EPs
- Tickets to the Cali Roots Festival and a Katchafire show anywhere in the world
- Autographed CDs, private or small group lessons, a meet and greet, and performances by many of Hawai'i's top recording artists

To participate in the Kickstarter fundraising campaign, please visit [www.kickstarter.com](http://www.kickstarter.com) and search for "Mana Mele," or view Mana Mele's Kickstarter profile at <https://www.kickstarter.com/profile/manamele>

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### **About Mana Mele**

*Mana Mele* puts a new spin on studios by making its state-of-the-art mobile studio, for live and studio, audio and video, accessible to Hawai'i's public and geared at empowering youth. It offers an innovative solution to the nationwide crisis of decreased funding in music education and cultural preservation, and lack of college/career readiness among our youth. For more information about Mana Mele, visit [www.manamele.org](http://www.manamele.org).

### **About Mana Maoli**

Formed in 1999, Mana Maoli (MM) is a nonprofit that founded Hālau Kū Māna Public Charter School and Kānehūnāmoku Voyaging Academy and the Mana Mele Project. Since 2001, MM has provided short-term mentorships, audio recordings and year-long classes at more than a dozen culture-based charter schools across the islands. For more information about Mana Maoli, visit [www.manamaoli.org](http://www.manamaoli.org) or follow us on Facebook at [www.facebook.com/manamaolicollective](http://www.facebook.com/manamaolicollective), Instagram or Twitter @mana\_maoli.

### **About MELE**

MELE (Music & Entertainment Learning Experience) is a university program at HCC offering dual degrees in audio engineering and music business. Their role in the Mana Mele Project includes advisory/evaluation of mobile studio buildout, math/science curriculum development, use of their on-campus studio, and engaging their college students as interns and mentors for high school youth. For more information about MELE, visit [www.honolulu.hawaii.edu/mele](http://www.honolulu.hawaii.edu/mele).

### **About the Mana Mele Collective**

Supporting MM and MELE's behind-the-scenes efforts on the front lines at schools is the Mana Mele Collective which refers to over 200 musicians, engineers, filmmakers and other music/multimedia industry professionals who support Mana Mele youth. They do so through mentorships, concert and CD appearance, and offering their services to the public with a portion of proceeds benefitting Mana Mele programs. For the ever-growing list of who has joined this collective effort, visit the 'Team' section of [www.manamele.org](http://www.manamele.org). Those involved in "Hawai'i Aloha," the Mana Mele EP series, and Kickstarter gifts (performances, meet/greet, lessons, signed CDs) include John Cruz, Jack Johnson, The Green, Kuana Torres Kahele, Paula Fuga, Mike Love, Kimie, Anuhea, Irie Love, Malani Bilyeu (Kalapana), Ledward Ka'apana (Hui 'Ohana), Cyril Pahinui, Ashley Lilinoe, Kamaka Fernandez, Liko Martin, Wayne Enos of Natural Vibrations, Kali of Ooklah the Moc), Taimane Gardner, Jah Maoli, and more.

For sample songs produced by Mana Maoli, click any of the three CD images on the portfolio page of our website: <http://www.manamele.org/#!/portfolio/c1j3i>

For images, visit:

<https://www.dropbox.com/sh/f1jmn98127py2kn/AADp46XqSRKbeleMyqMnm3XQa?dl=0>