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NEWS RELEASE  
IMMEDIATE RELEASE

**HONDA MEETS SOS CAMPAIGN GOALS**

**Honolulu, Hawaii, January 21, 2010** - The Hawai'i Honda Dealers Association (HHDA) proudly announced that it has met its "Save our Sports" Campaign goal of \$25,000. The SOS Campaign was designed to help 45 public high school athletic departments offset recent state budget cuts that left them operating with less than 64 percent of the 2008-2009 allocations or \$700,000 to operate high school athletic programs. These programs include 18 sports and 25,000 public school athlete participants.

The \$25,000 check from HHDA to the Hawaii Athletic Association was presented at the Moanalua/Kahuku basketball game at Moanalua High School, January 14<sup>th</sup> at 8pm by (Stan Masamitsu, President of Tony Honda Autoplex and Jimmy Wilush of Pflueger Honda to Keith Amemiya, Executive Director of the Hawaii High School Athletic Association.

"The Hawai'i Honda Dealers Association created this program to show our support of high school athletics programs because we believe in the values that students learn in sports. We think participation in high school athletics is extremely important. We are thrilled to have met our goal and are very grateful for all the support from across the State," said John Shreve, president of the Hawai'i Honda Dealers Association and General Manager of Pflueger Honda.

The SOS Campaign promotion included a \$100 contribution to high school athletics for each car sold through the holiday season. The Honda Dealers Association dedicated its entire ad budget for that month to promoting this special community SOS Campaign. HHDA encourages anyone who would like to contribute to visit the SOS website at [www.sportshigh.com](http://www.sportshigh.com)

The Hawai'i Honda Dealers Association is comprised of the seven Honda dealerships throughout the state of Hawai'i: Big Island Honda (Hilo and Kona), Honda Windward (Kane'ohe), Island Honda (Kahului), King Honda (Lihu'e), Pflueger Honda (Honolulu) and Tony Honda (Waipahu). For more information about the Hawai'i Honda Dealers Association, please visit [www.hawaiihondadealers.com](http://www.hawaiihondadealers.com)

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