



## HALE MAKUA HEALTH SERVICES

COMPASSION COMMITMENT COMMUNITY

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FOR IMMEDIATE RELEASE

### **Maui Jim Sunglasses Donates \$100,000 to Benefit Maui's Disabled & Frail Elderly**

KAHULUI, Hawaii April 8, 2010 – Maui Jim Sunglasses has donated \$100,000 to Hale Makua Health Services with the goal of encouraging other business to follow suit. Walter Hester, CEO of Maui Jim and a leader in the sunglasses industry, wanted to do something for the Maui healthcare organization that would spark the interest and imagination of other industry leaders who want to support Maui's community. According to Hester, "Maui is where Maui Jim Sunglasses began over 30 years ago, and I wanted to give back to the community that has helped my business to grow and thrive in a big way. My hope is that this donation is the start of something even bigger, and I would encourage other businesses to help make an even greater impact on the lives of Maui residents who are no longer physically able to care for themselves and live in their own homes."

Hale Makua Health Services Director of Development, Carlayna Nakamura, noted "Walter Hester has been very generous to us over the years. Words can't express how thankful we are for his support in helping us as we as we strive to eliminate helplessness, loneliness and boredom in our residents." A portion of Maui Jim Sunglasses' donation will be used to purchase Tobii ATI specialized computer assistive equipment which will help several residents who have been compromised by an accident or illness to use computers to communicate. Tobii ATI is a quality provider of assistive technology products, with a focus on Augmentative-Alternative Communication (AAC) devices for individuals who are unable to communicate. Residents born with Cerebral Palsy, have ALS/MND, or may have acquired a disability through an injury or a stroke, all of which can impair their ability to speak, will benefit from the Tobii ATI equipment, which helps individuals with speech impairments communicate.

Maui Jim began as a small company selling sunglasses on the beaches of Maui, Hawaii, in the late 1980s. The company developed sunglasses that were the first on the market to provide protection from glare and harmful ultraviolet rays. Then in 1986, Walter Hester became the first and sole sunglass distributor for the state of Hawaii. Hester purchased the business out of bankruptcy in 1991 and with him at the helm, its phenomenal sales growth began. The company expanded from seven styles and one lens color to its current 76 styles, four lens colors, over 200 sku's and prescription capabilities. Today, Maui Jim employs over 600 worldwide and has 11 international offices where its sunglasses are distributed and sold. These include Canada, France, Australia, Mexico, United Kingdom, Italy, Germany, Spain,

Sweden, UAE and India. Approximately 40% of all total gross company sales come from international markets. For more information about Maui Jim, visit the company online at [www.mauijim.com](http://www.mauijim.com).

Hale Makua Health Services is a private, non-profit 501(c)3 corporation that was established in 1946. The organization is committed to the mission of excellence in healthcare in our home and yours. Hale Makua Health Services is one of Maui's largest non-government employers with over 500 employees serving four home- and community-based healthcare programs. Programs include: Hale Makua Long-Term Care with two campuses, one in Wailuku caring for 124 residents and the other in Kahului providing homes for up to 254 people; Home Health by Hale Makua, which provides post-acute care and social work services to homebound clients of all ages and adult foster family care management; Rehab by Hale Makua; and Maui PACE - Hawaii's only Program of All-inclusive Care for the Elderly. Visit us online at [www.halemakua.org](http://www.halemakua.org).

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