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Ka Makana Ali'i Welcomes HIC Surf to the Center for West O'ahu

The surf brand is celebrating 50 years with a brand new store at Ka Makana Ali'i

KAPOLEI, HI (October 19, 2021) — Ka Makana Ali'i is pleased to welcome HIC Surf to the Center for West O'ahu. Hawaiian Island Creations has all the top brands of surf clothing, swimwear, accessories and beach gear. Locally owned and operated since 1971, HIC Surf is located in the Macy's wing of the Center and opens on Friday, Oct. 22. The shop carries everything to enjoy Hawaii's beaches, including brands like Billabong, Dakine, HIC, Hurley, Hydro Flask, IPD, Nixon, O'Neill, Oakley, Quiksilver, Ray Ban, Reef, Rip Curl, Roxy, RVCA, Sector 9, Vans, Volcom, Von Zipper Yeti and more.

"We're impressed with how Ka Makana Ali'i serves as an important hub for West O'ahu, and we're excited to become a part of that community," said Leigh Tonai, CEO of HIC Surf. "We're adding another option at the Center to fill the area's surf and beach needs."

Founded in 1971 by brothers Stephen and Jimmy Tsukayama, Hawaiian Island Creations started as a small surf shop in Kailua. Fifty years and thousands of surfboards later, HIC Surf is recognized by surfers across the globe as an icon of surfing in Hawaii. Through a commitment to quality, service and aloha spirit, the company has grown to seventeen stores across Oahu, Maui and Hawaii Island, providing both locals and visitors with Hawaii's biggest and best selection of surf gear.

"We are honored to welcome HIC Surf to the Center for West O'ahu and celebrate their 50th anniversary during our 5th birthday," said Stephanie England, general manager of Ka Makana Ali'i. "With community at the heart of all we do, we're thrilled to add another locally owned and operated business to the Ka Makana Ali'i 'ohana."

Now through Nov. 15, shoppers can receive a free HIC 50th anniversary gift with purchase, while supplies last. With any \$15 purchase, receive a free bottle opener keychain. Spend \$25 and receive a free neoprene coozie. With any \$50 purchase, receive a free silicone pint glass. Spend \$75 and receive a free wet/dry bag.

For more information, visit <https://hicsurf.com/>, follow on Instagram @hicsurf or Facebook at <https://www.fb.com/HawaiianIslandCreations/>.

Visit our website at www.KaMakanaAlii.com for more details about upcoming promotions. For the latest news and updates, follow Ka Makana Ali'i on Facebook and Instagram with profile name @kamakanaalii. For media inquiries and on-property approval, please contact alyssa.amasol@anthologygroup.com.

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About Ka Makana Ali'i

Ka Makana Ali'i offers residents and visitors a family-friendly, mixed-use center in the heart of Hawai'i's fastest growing community. The 750,000-square-foot Macy's-anchored center features more than 100 exciting stores, restaurants, a state-of-the-art Consolidated Theatres and the state's first Hampton Inn & Suites by Hilton located on property. The newest development, The Grove at Ka Makana Ali'i, creates an additional 109,000 square feet of space with lifestyle retailers, eateries and services, such as 24 Hour Fitness, Foodland Farms, Straub Clinic and Urgent Care, and PetSmart. Serving as the premier gathering place in Kapolei, Ka Makana Ali'i fulfills the shopping and dining needs of the ever-expanding community. Its convenient location offers excellent highway access, ample parking and public transportation for shoppers. Through an innovative partnership with Department of Hawaiian Home Lands, Ka Makana Ali'i will financially support programs benefiting Native Hawaiian interests statewide for decades to come. For more information, please visit www.kamakanaalii.com.

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