



FOR IMMEDIATE RELEASE

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**Ka Makana Ali'i Hosts Football Camp Featuring
Pro Football Hall of Fame Wide Receiver Jerry Rice**

The community is invited to enjoy entertainment, a text-to-win campaign and a Q&A with the three-time Super Bowl champion at Draft Day with Jerry Rice

KAPOLEI, HI (June 16, 2022) — Ka Makana Ali'i is hosting a Football Camp featuring Pro Football Hall of Fame Wide Receiver Jerry Rice on Saturday, June 25 from 9 a.m. to noon at the Salvation Army Kroc Center. The free, 3-hour camp focuses on fundamentals and sportsmanship, and is open to keiki ages 7 through 14. Parents can register keiki for the camp through the link on Ka Makana Ali'i's website or click [here](#). Registration is limited to the first 200 participants.

Throughout the Football Camp, keiki will work with an expert team of coaches in a high-energy, positive environment. With a focus on skill development, all activities have been designed so that each student can participate regardless of current skill set, position, or playing experience.

On Friday, June 24 from 5:15 to 6 p.m., the community is invited to Draft Day with Jerry Rice in Center Court at Ka Makana Ali'i. Cheer on ten Football Camp participants, enjoy entertainment and live performances, and stay for a Q&A with three-time Super Bowl champion Jerry Rice hosted by Kapolei High School's Coach Darren Hernandez.

Draft Day is the launch event to Ka Makana Ali'i's Football Camp where participants must pick up their uniforms from 4 to 8 p.m. at the check-in tent outside of Milky Cereal Bar.

Ka Makana Ali'i is also running a special "Where's Jerry?" text-to-win campaign from Friday, June 24 – Sunday, June 26. At the Draft Day event and throughout the weekend, the community is invited to find the lifesize cutouts of Jerry Rice throughout the Center's common areas, eateries and retailers. Text the keywords on each cutout to be entered to win a football autographed by Jerry Rice.

This free event has been made possible because of the generous support of sponsors and partners: Ka Makana Ali'i, DeBartolo Development, Jerry Rice, Coach Darren Hernandez, NIKE, and Kroc Center Hawaii.

Rice is widely regarded as the best wide receiver to ever play in the National Football League, and arguably the greatest player of all time. During his 15-year career with the San Francisco 49ers, Rice won three Super Bowls (Super Bowl XXIII ('88), Super Bowl XXIV ('89) and SB XXIX ('94)) and one Super Bowl MVP. He enjoyed three seasons with the Oakland Raiders, including a Super Bowl appearance, and one season with the Seattle Seahawks before retiring in 2005. Rice was elected into the Pro Football Hall of Fame in January 2010, his first year of eligibility.

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, Twitter and Instagram, all with profile name @kamakanaalii. For media inquiries and on-property approval, please contact alyssa.amasol@finnpartners.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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