

For Immediate Release

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**PBS HAWAII ANNOUNCES
MARCHE KAWAI JOINS THE STAFF
AS DIRECTOR OF BUSINESS SUPPORT**

*Kawai Will Focus on Building New and Diverse Partnerships
with the Local Business Community*

Television Account Executive Marche Kawai brings a successful track record of nearly a decade to her new position with PBS Hawaii. Kawai will work with the local business community that provides underwriting funds for the station's broadcast programming and broadband content, as well as education initiatives and community outreach.

Leslie Wilcox, PBS Hawaii President & CEO said, "It's been 10 years since Hawaii's public television station became an independent private nonprofit, no longer supported by State taxpayer funding. We've made the transition successfully, and yet we know the next decade will bring new challenges and require a new revenue model for enhancing underwriting opportunities. Marche has a gift for creating and customizing community-minded partnerships with Hawaii businesses."

Kawai joined PBS Hawaii Tuesday, October 12th. Prior to her new position she was an account executive at KHON2 and KGMB9.

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