



HONOLULU, HAWAII- (October 9, 2011)

NEW TECHNOLOGY PROVES TO BE A SUCCESS. THIS YEAR, OCEAN PADDLER TV WILL AGAIN CHART NEW TERRITORY IN VIDEO WEBCASTING TECHNOLOGY BY IMPLEMENTING THE NEWEST TECHNOLOGICAL ADVANCES FOR THE MOLOKAI HOE. ON OCTOBER 9, 2011, OVER 1000 PADDLERS FROM AROUND THE WORLD WILL COMPETE IN THE MEN'S WORLD CHAMPIONSHIP OUTRIGGER CANOE RACE, A 42 MILE CROSSING OF THE KAIWI CHANNEL, FROM MOLOKAI TO OAHU, .

THE LIVE WEBCAST WILL TRANSFORM A NON-SPECTATOR SPORT INTO AN EVENT WHICH WILL ENABLE VIEWERS FROM AROUND THE WORLD TO WATCH THE RACE LIVE VIA THE INTERNET WHILE SIMULTANEOUSLY PROVIDING AN INTERACTIVE EXPERIENCE THROUGH A LIVE CHAT ROOM.

OCEAN PADDLER TV HOST, KALA'I MILLER, WILL BE BROADCASTING LIVE FROM A MEDIA BOAT AS A HELICOPTER CAPTURES AERIAL VIEWS, GIVING THE AUDIENCE A MULTI-DIMENSIONAL EXPERIENCE. OLYMPIC CHAMPION PADDLER, LAUREN SPAULDING-BARTLETT, WILL BE GUIDING THE BROADCAST LIVE FROM THE STUDIO AT THE HILTON HAWAIIAN VILLAGE IN WAIKIKI.

A PRODUCTION CREW OF OVER 25 PROFESSIONALS WILL WORK BEHIND THE SCENES TO MAKE THIS WEBCAST POSSIBLE. THE 2011 ANNUAL MOLOKAI HOE PRESERVES THE AUTHENTICITY OF THIS ANCIENT POLYNESIAN MODE OF TRANSPORTATION. THE HISTORICAL AND CULTURAL IMPORTANCE OF THE CANOE IN POLYNESIAN AND HAWAIIAN TRADITIONS HAS ELEVATED OUTRIGGER CANOE PADDLING INTO BECOMING THE OFFICIAL HAWAIIAN STATE SPORT ALONG WITH SURFING.

THE WEBCAST WILL BEGIN AT 7:50 AM HST ON SUNDAY OCTOBER 9th AND GO UNTIL 1:30PM. IT CAN BE SEEN AT: WWW.MOLOKAIHOE.COM

TO COMPLEMENT THE LIVE WEBCAST DURING THE MOLOKAI HOE, OCEAN PADDLER TV WILL PRESENT A SPECIAL PRESENTATION FOR LOCAL AND NATIONAL TV BROADCAST. THIS SPECIAL PRESENTATION WILL AIR ON A LATER DATE VIA OC-16 IN HAWAII AND VIA UNIVERSAL SPORTS NETWORK (A NBC PARTNERSHIP - 80 MILLION HHs) ON THE MAINLAND US. THE TV BROADCAST IS SPONSORED BY OC-16 / OCEANIC TIME WARNER CABLE.

For more info please contact

:

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RACE INFO:

On October 12, 1952, three Koa outrigger canoes launch through the surf at Kawakiu Bay on Molokai's west side. Powered by six paddlers, each of the canoes was bound for Oahu across 38+ miles of open ocean in the Ka'iwi Channel. Eight hours and 55 minutes later, the Molokai canoe, Kukui O Lanikaula landed on the beach at Waikiki in front of the Moana Hotel. Thus began the world's most prestigious outrigger canoe race, the Molokai Hoe.

The Molokai Hoe has become one of the longest running annual team sporting events in Hawaii, second only to football. The Moloka'i Hoe perpetuates one of Hawaii's and Polynesia's most important and historic cultural traditions, while honoring outrigger canoe paddlers around the world. The Molokai Hoe tests the limits of physical and mental strength and endurance, courage determination and teamwork, and paddlers must also battle nature's most extreme elements.

Each year over 1000+ paddlers from around the world compete in the Molokai Hoe, the men's world championship in outrigger canoe racing. This year marks the Molokai Hoe's 59th crossing of the treacherous Ka'iwi Channel.