

Maui Film Festival *Wailea*

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2013 MAUI FILM FESTIVAL AT WAILEA WILL OPEN WITH THE PREMIERE OF “HAWAIIAN: THE LEGEND OF EDDIE AIKAU” ON JUNE 12th

Wailea, HI (May 6, 2013) – “Hawaiian: The Legend of Eddie Aikau” will be the Opening Night Premiere of the Maui Film Festival at Wailea, Maui Film Festival Director Barry Rivers announced today. The premiere of the Eddie Aikau documentary will take place on June 12 at 8pm at the Celestial Cinema located at the Wailea Gold & Emerald Golf Course. Prior to the Opening Night Premiere, there will be the Opening Twilight Reception at Capische? at Hotel Wailea from 5:30pm to 7:30pm. Tickets and passes for both events are currently available at www.mauifilmfestival.com.

Part of ESPN Films’ critically-acclaimed 30 for 30 series, “Hawaiian: The Legend of Eddie Aikau” examines the legacy of the fearless big wave surfer and first-ever North Shore lifeguard. The film is directed by Sam George and produced by TAUBLIEB Films and Paul Taublieb. Through interviews, reenactments and dynamic historical footage, professional-surfer-turned-filmmaker Sam George uncovers Aikau’s little-known personal and family history and finds a compelling allegory for the reclaiming of Hawaiian culture.

“It is an honor to be granted the privilege of presenting the Hawaii premiere of this powerful documentary showcasing the incredible life of Eddie Aikau and his tremendous life’s work,” said Rivers. “My family came to Hawaii 35 years ago in the midst of this indigenous culture experiencing a vibrant rebirth and that move to Maui touched and shaped the Rivers family for years to come. Presenting this film completes a circle of respect and appreciation that all of us in the Maui Film Festival ‘ohana has for Hawaii, its values and its statewide ‘ohana.”

“There’s a reason we called our film ‘Hawaiian’. Eddie’s story is the story of Hawaii, embodied by a remarkable man, a remarkable family, and a remarkable people,” Said George. “Eddie said it best when, only months before his tragic death, he won the prestigious Duke Kahanamoku Surfing Classic. ‘All for the Hawaiians,’ he said, with tears in his eyes. ‘I did it all for the Hawaiians.’ So did we.”

ABOUT THE MAUI FILM FESTIVAL

Barry and Stella Rivers founded the Maui Film Festival in 2000 as a jewel box festival committed to the celebration and exploration of cinema at the intersection of smart and heart. The Festival’s mission has always been to share exceptional cinematic vision in the service of compassionate and transformative storytelling with a diverse audience who call Maui both their home and their home away from home.

Since its inception, the Maui Film Festival has screened more than 550 narrative and documentary feature length and short films from around the world to a diverse audience of industry luminaries, filmmakers, cineastes and movie lovers of all ages. Over the last 13 years the festivals has been fortunate to honor such talents as Joan Allen, Elizabeth Banks, Adrien Brody, Pierce Brosnan, Tim Burton, Claire Danes, Zooey Deschanel, Clint Eastwood, Zac Efron, Andrew Garfield, Jake Gyllenhaal, Woody Harrelson, Garrett Hedlund, Helen Hunt, Mike Myers, Dennis Quaid, Owen Wilson, Olivia Wilde, among many others.

The 2013 Maui Film Festival Wailea is made possible by the tremendous and continued support of a number of local, national and international organizations. As of May 1, 2013, this year's Official Sponsors include: Signature Sponsors: Hawaii Tourism Authority, Hawaiian Airlines, Praise Genius, SunRun; Major Sponsors: Andaz Wailea Resort, Destination Resorts Hawaii, The Fairmont Kea Lani Maui, Four Seasons Resort Maui at Wailea, Grand Wailea, Hotel Wailea, The Shops At Wailea, Wailea Beach Marriott Resort and Spa, Wailea Gateway Center, Wailea Golf Club, Wailea Beach Villas; Community Sponsors: Enterprise, Rent-A-Car, MediSpa Maui, Rising Sun Solar + Electric, Whole Foods; Sponsorship Ohana: Capische?, Mana Foods, Maui No Ka Oi Magazine, Spago, Stella Artois; Industry / Sponsors: Getty Images, Modern Luxury Hawaii, Reel Maui / Maui Film Office, Picture Mill, WHERE Hawaii, The Works Creative Group; Kama'aina Ohana: Akina Aloha Tours, Art to Print, County Of Maui Office of Economic Development, Gannon's, Hale Ho'Ho'omana Spa, KAOI Radio Group, Maui Economic Development Board, Maui Arts & Cultural Center, The Maui News, MayaRivers.com, Paradise Self-Storage, Paradise Television Network, RiversToTheSea.com, RiversToTheSurf.com, TEDxMaui, Wailea Resort Association.

The 2013 Maui Film Festival at Wailea will be held June 12-16, 2013. For additional information, call the Film Festival Headquarters at (808) 572-3456 or visit www.mauifilmfestival.com.

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