

---

# For Immediate Release

---

**MEDIA CONTACT:****Amy Kalili****Email:** amy@pilinafirst.com**Phone:** (808) 927-0343

---

**Award-Winning Musicians Join the “Our Kuleana” Effort to Stop the Spread of COVID-19***Brand new single by the Alohaland Collaborative hits the airwaves calling community to action*

---

**HILO, Hawai‘i** – September 20, 2020 – Multiple award-winning artists as well as up and coming musicians from Hawai‘i Island have come together as the Alohaland Collaborative and released “Our Kuleana,” rallying alongside the community to stop the spread of COVID-19. “As the opening kāhea states, ‘No kākou ke kuleana!’ It’s our responsibility and together we can do this,” said Kainani Kahaunaele, vocalist on the project and five-time Nā Hōkū Hanohano award winner.

The “Our Kuleana” movement started three weeks ago as Big Island COVID-19 numbers began to spike, galvanizing community to stop the spread of the virus. From thousands of social media posts of individuals taking the #ourkuleana challenge wearing masks, to a growing social media following @ourkuleanahawaii, the movement now has an anthem!

Hilo’s own Brandon Nakano and twelve other Hawai‘i Island musicians brought their talents together in a matter of days to record the single, “Our Kuleana.” Nakano shared, “The Our Kuleana campaign had just rolled out and composing and recording this song was a way for me to express what I was feeling and be able to help. Our biggest kuleana is to aloha each other!”

Nakano made the call out to the Alohaland Collective less than three weeks ago and “Our Kuleana” is [already available for download on iTunes](#) and will soon be streaming on Spotify and Pandora.

“The way this recording came together is a prime example of what is at the core of the campaign - community coming together to take responsibility for community,” noted Randy Kurohara of Community First, the Hawai‘i Island non-profit coordinating the Our Kuleana campaign.

Award winning musician Bruddah Waltah Aipolani shared his simple yet compelling motivation for being a part of the project, “My kūpuna and my keiki are the reason why I feel this is my kuleana!”

Kurohara echoed these sentiments, noting that “We all have a kuleana to fulfill in order to stop the spread of the virus – government and health organizations and officials as well as all of us in the community.” For more information on Our Kuleana, visit [ourkuleanahawaii.com](http://ourkuleanahawaii.com) and follow on [Facebook](#) and [Instagram](#).

**Musicians of Alohaland Collaborative**

Vocalists in order of appearance:

Kainani Kahaunaele

Brandon Nakano

Will Kauhane, of *One Rhythm*

Braddah Waltah Aipolani

Mark Yamanaka

Ira Keakaua, of *Kolea*

Kaiks Kuahiwinui

Chris Carbarloc, of the *Hi-Lites*Siaki Faleta, of *Media*

Preston Paulo

Including:

Emma Coloma-Nakano on Bass

Alan Gebin on Keys

CJ Kama on Drums

Brandon Nakano on ‘Ukulele and Guitars

Mixed by:

Brandon Nakano and Karl Kasberg

Mastered by:

Milan Bertosa

#

### **About Our Kuleana**

Our Kuleana – a project of Community First – is a community-based effort to mobilize Hawai‘i island residents during critical times of need, initiated during the COVID-19 pandemic. Being a part of the Hawai‘i island ‘ohana is a privilege that comes with an inherent kuleana, or duty, to our people and place. The devastating impacts of COVID-19 have presented an opportunity for us to fulfill our kuleana to protect and care for each other. For more information, please visit [ourkuleanahawaii.com](http://ourkuleanahawaii.com).

### **About Community First**

Community First is a 501 (c) 3 that serves as a neutral forum for the community to come together and as a catalyst for solutions to improve health and lower medical costs on Hawai‘i Island based on the community good. Community First envisions a community that not only takes personal responsibility for individual health, but helps each other care for their mutual well-being. Strategies focus on (1) tipping the idea of healthcare from treating disease to caring for health through grassroots, community initiatives and (2) creating trust and collaboration so that the community, particularly the medical and social service providers, can work together to realize the Triple Aim of better health, better care, and lower costs. For more information, visit [communityfirsthawaii.org](http://communityfirsthawaii.org).