



FOR IMMEDIATE RELEASE

Shaka Pops Launches Maui's First Gourmet Popsicle Company

Kihei, Hawaii (February 16, 2012) – Shaka Pops is proud to announce the debut of Maui's first gourmet ice pop company at World Whale Day in Kalama Park on Saturday, February 18. Made on Maui with the freshest local ingredients and aloha spirit, Shaka Pops features island flavors such as Pineapple Ginger, Kula Strawberry Limeade and Passion Fruit Orange Guava. Shaka Pops works closely with local farmers and producers to help support Maui's agricultural community and promote a healthier lifestyle.

"Giving back to the community is an important part of our company's culture," says Christine Vestfals, owner and managing partner. "We are very excited to support the Pacific Whale Foundation and launch our gourmet ice pops at Whale Day. After all, whales are active members of our community during the winter." In addition, throughout the year Shaka Pops will donate \$0.25 cents from every Flavor of the Week pop to the Maui Food Bank, and non-profit organizations that invite Shaka Pops to their event will receive 10% of the proceeds of their sales.

Operating out of a bright green, custom-made tricycle with insulated cooler, Shaka Pops will participate in events and festivities around Maui. Shaka Pops is also available to cater private functions such as weddings, birthdays, grand openings, corporate events, and fundraisers, and the tricycle can be customized with personalized messages, photos or flowers.

ABOUT SHAKA POPS

Shaka Pops is a gourmet ice pop company based on Maui, Hawaii that provides a shockingly delicious taste experience for locals, visitors and kids at heart. Handcrafted in small batches, Shaka Pops strives to use the freshest island ingredients whenever possible to help support local growers and the community. The company's website which includes additional information can be found at ShakaPopsMaui.com

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