



For Hawaii's Families with Seriously Ill Children

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[VIDEO/PHOTO ASSETS](#)

HUGS Raises Over \$60K in First Ever Virtual 5K Fundraiser

HONOLULU – HUGS (Help Understanding & Group Support), a nonprofit organization dedicated to helping Hawaii's families with seriously ill children, held their first ever virtual 5K fundraiser "Get Movin' for HUGS" on July 3-11, 2021.

Due to COVID-19, HUGS was forced to cancel their annual gala last year, but was able to pivot most of their in-person events to virtual since March 2020. With the uncertainty of new cases and restrictions that continued into this year, HUGS decided to hold a virtual 5K fundraiser and ensure that HUGS programs and services could continue to help Hawaii's families and children.

Participants could complete the 5K any way they preferred, walk, bike, run, hike or even swim and gave them 2 weekends to complete. Each participant received an official Get Movin' for HUGS Finishers T-shirt and were automatically entered into a raffle where four names were drawn for prizes donated by Kahala Mall, Up & Riding, Sweet Enemy Clothing, along with awards for the Top Fundraising Individual, Top Fundraising Team and social media photo contests with additional prizes from Bay View Mini Putt & Zipline, Mezzo Bistro & Bar and Pizza Hut/Taco Bell Hawaii. CORE Sports Physical Therapy & Orthopedic Rehabilitation provided weekly virtual fitness workouts to help participants get ready for their 5K and Jody Kamisato of Ukulele Hale co-hosted the virtual Closing Ceremony, along with an ukulele performance that was live-streamed on Instagram.

Over 150 participants with 200 plus donors helped HUGS surpass their goal of \$10,000; ending at \$30,000 which was then matched dollar-for-dollar by long-time HUGS supporter, the William Schampeau Charitable Trust, which catapulted their end result to \$60,000. "We are so excited that this event was more than a fundraiser. It was also an opportunity to have families, children, friends, co-workers and neighbors come forward to build a community of support for our HUGS children and families," said Joan Naguwa, Executive Director of HUGS. "We are very fortunate to have our generous donors rally for us and feel truly blessed with the outpouring of support."

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Get Movin' for HUGS was sponsored by the Honolulu Star-Advertiser, Kloud Gin, Hawaiian Electric, Hawaiian Telcom, and GEICO Hawaii.

About HUGS

HUGS' (Help Understanding & Group Support) mission is to strengthen Hawaii's families and improve their quality of life as they face the emotional and financial hardships of caring for a seriously ill child. Programs address the emotional, social, physical, and financial needs of the entire family and each family member; all programs and services are free of charge. Since 1982, HUGS has helped thousands of families with a seriously ill child, up to 21 years who suffer from a range of diverse illnesses, throughout the state. For more information, visit www.hugshawaii.org.

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