

# NEWS RELEASE

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## STARWOOD HAWAII INVITES YOU TO #DEFINEALOHA

*Enter for the Chance to Win 100,000 Starpoints® Redeemable at One of Starwood's 11 Resorts Throughout Oahu, Maui, Kauai and Hawaii, the Big Island*

HONOLULU – [Starwood Hotels & Resorts Hawaii](#) is offering guests and fans of its 11 resorts throughout Oahu, Maui, Kauai and Hawaii, the Big Island the chance to win a desirable prize of 100,000 [Starwood Preferred Guest \(SPG\)](#) Starpoints® by sharing unique interpretations of “aloha” via the hotel group’s social media platforms.

From now to September 15, 2014, Starwood Hawaii invites people to “Define Aloha” by sharing photographs using the hashtag #DefineAloha.

To enter, users are encouraged to post pictures that “Define Aloha” via the Facebook app on Starwood Hawaii’s Facebook page.

One entry per person per day on each social media platform is allowed, although users can enter daily for extra chances to win. One overall winner will be selected at the end of the contest period.

In Hawaiian language, ‘aloha’ means affection, peace and compassion. Aloha, however, is commonly used when greeting or parting from someone. The ‘aloha spirit’ is a well-known reference to the attitude of friendly acceptance for which the Hawaiian Islands are famous.

“Aloha can mean different things to different people and we invite Hawaii enthusiasts from around the world to share their unique interpretations,” said Cheryl Williams, regional director of sales & marketing, Starwood Hawaii & French Polynesia. “We are looking for inspiring photographs that show there truly is no better place to be than in Hawaii.”

The winner can redeem the 100,000 Starpoints® at any one of the 11 Starwood Hawaii resorts of their choice including Sheraton, Westin, St. Regis and Luxury Collection hotels and resorts. They may opt for a rejuvenating adventure that includes the nighttime manta ray snorkel at Sheraton Kona Resort & Spa at Keauhou Bay; the perfect family vacation at The Westin Maui Resort & Spa, a peaceful escape to St. Regis Princeville on Kauai overlooking the famed Hanalei Bay; or a beach, shopping and nightlife getaway to Waikiki staying at either The Royal Hawaiian, A Luxury Collection Resort; Moana Surfrider, A Westin Resort & Spa; Sheraton Waikiki; or Sheraton Princess Kaiulani. Depending on the length of stay, guests can also redeem Starpoints on dining, spa and other resort activities.

The Starwood Preferred Guest (SPG) program is the most rewarding hotel loyalty program of its kind. It’s free to sign up and guests can earn points quickly that can be redeemed at over 1,100 hotels and resorts in more than 100 countries.



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To become a SPG member visit:

<https://www.starwoodhotels.com/preferredguest/account/enroll/index.html>

### **About Starwood Hotels & Resorts Hawaii**

With 11 properties across the diverse Hawaiian Islands of Oahu, Maui, Kauai and the Big Island, Starwood Hotels & Resorts Hawaii offers the best hotel destinations to celebrate romance, reconnect with family, focus on business or launch an adventure. Located on or just footsteps away from the Islands' best beaches, Starwood Hotels & Resorts in Hawaii is a collection of iconic and historic hotels and resorts – properties with expansive and breathtaking backdrops, innovative guest programming and luxurious amenities representing internationally renowned hotel brands from Sheraton, Westin, Luxury Collection and St. Regis. For more information about Starwood Hotels & Resorts in Hawaii, please call (866) 716-8140 or visit [www.starwoodhotels.com](http://www.starwoodhotels.com).

### **About Starwood Hotels & Resorts Worldwide, Inc.**

Starwood Hotels & Resorts Worldwide, Inc. is one of the leading hotel and leisure companies in the world with 1,146 properties in nearly 100 countries and 171,000 employees at its owned and managed properties. Starwood is a fully integrated owner, operator and franchisor of hotels, resorts and residences with the following internationally renowned brands: St. Regis®, The Luxury Collection®, W®, Westin®, Le Méridien®, Sheraton®, Four Points® by Sheraton, Aloft®, and Element®. The Company boasts one of the industry's leading loyalty programs, Starwood Preferred Guest (SPG), allowing members to earn and redeem points for room stays, room upgrades and flights, with no blackout dates. Starwood also owns Starwood Vacation Ownership, Inc., a premier provider of world-class vacation experiences through villa-style resorts and privileged access to Starwood brands. For more information, please visit [www.starwoodhotels.com](http://www.starwoodhotels.com).

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