



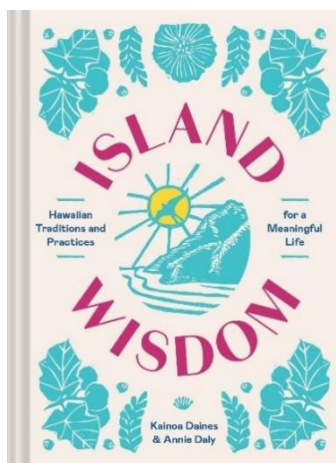
For Immediate Release:

For fans of the *New York Times* bestseller *The Little Book of Hygge*

**ISLAND WISDOM:**  
**Hawaiian Traditions and Practices for a**  
**Meaningful Life**  
**By Kainoa Daines and Annie Daly**  
(on-sale: October 25, 2022)

***Aloha* (love) • *'Āina* (land) • *Mo'olelo* (stories) • *'Ohana* (family)**  
**Four foundations of Hawaiian living for a peaceful and balanced life.**

We're at a pivotal time in society where we've become so far immersed in modern existence that we need to take a step back and look at life through a more meaningful and spiritual lens. Hawai'i—with its *aloha*, breadth of cultural richness, and deeply-rooted traditions—is that lens.



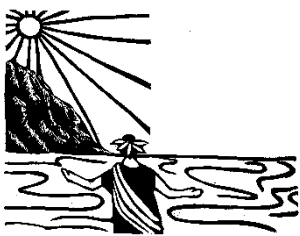
In **ISLAND WISDOM: Hawaiian Traditions and Practices for a Meaningful Life** (Chronicle Prism Books; October 25), Native Hawaiian and executive in Hawai'i's visitor industry **Kainoa Daines** teams up with journalist and author **Annie Daly** to lead an inspirational journey through Hawaiian teachings that have stood the test of time. Together, Kainoa and Annie guide readers through four key themes—*aloha* (love), *'āina* (land), *mo'olelo* (stories), and *'ohana* (family)—in the hope that they will come away with the tools needed to weave Indigenous Hawaiian culture, language, and values into their own lives.

Like most Hawaiians, Kainoa does not consider himself an expert on his culture, but rather a perpetual student (there's an entire section on Hawaiian humility!)—which is why he wanted to be sure to

include lots of different Hawaiian voices and perspectives in the book. With that goal in mind, he and Annie island-hopped to interview a variety of Hawaiian community leaders, activists, teachers, farmers, storytellers, elders, and more—all of whom shared their incredible wisdom on Hawaiian living. The end result is proof that Hawai‘i is much, much more than its touristy Hollywood portrayal—it’s the ultimate example of how we can all lead a more meaningful existence.

ISLAND WISDOM is a stunning compilation of the Hawaiian teachings Kainoa and Annie obtained, including:

- **Take care of the land, and the land will take care of you.** The land is chief; people are its servants. Hawaiians are not just connected to the land, they believe they *are* the land.
- **The complex and controversial origin of *hula*, and the life lessons embedded within its core values,** one of which is to remember that we’re not meant to know everything about everyone.
- **The power Hawaiians place behind words,** including using specific words to manifest a desired outcome and the emphasis on naming rituals.
- **Parenting is not reserved exclusively for a child’s parents.** In Hawai‘i, the adage “it takes a village” is a vital part of development, family, and survival. Members of your community also have the right to discipline and teach and offer guidance to your children and vice versa—because the mentality is that everyone is working together.
- **You must know who you were to know who you are.** How and why to honor ancestors, and how the benefits of doing so apply across religious and spiritual beliefs. To Hawaiians, ancestors never leave you, and understanding where you come from helps you better understand where to go next.



For those who have always thought of Hawai‘i as simply a beautiful place to vacation, this book will change everything. Not only will readers glean incredible advice about how to live a better life, they will also learn a valuable and often overlooked history lesson. Many people do not realize that Hawaiians have had such a devastating past, and this book will help them learn how to respect Hawaiians and Hawaiian culture when visiting—which is extra important now as Hawai‘i is facing overtourism. This book can be referenced again and again for a nurturing dose of humility, patience, respect, and love, as well as a re-emphasis on community over the individual, which has never been more needed or relevant.

Excerpts are available, and Kainoa and Annie are available for interviews and/or to write original essays.

## ABOUT THE AUTHORS



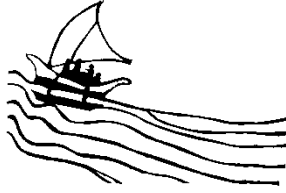
**KAINOA DAINES** is a Native Hawaiian born and raised in Honolulu. He is senior director of brand for the Hawai‘i Visitors & Convention Bureau, an event organizer, the son of a journalist, a local celebrity (in his own mind), a graduate of the Kamehameha Schools, and a forever student of Hawai‘i. He is also a proud member of the Royal Order of Kamehameha I and the Hawaiian Civic Club of Honolulu. Instagram: @LetKainoaHappen

**ANNIE DALY** is a New York City-based journalist and the author of *Destination Wellness*, an exploration of different healthy living philosophies around the world. She's written for many wellness and travel publications, including *Self*, *Afar*, *Condé Nast Traveler*, *Travel + Leisure*, and more. She grew up visiting Hawai‘i with her family, and considers herself a forever student of the islands.

[www.anniedaly.com](http://www.anniedaly.com)

Press samples: <https://www.anniedaly.com/press-for-destination-wellness>





## Sample Interview Questions

### **For Kainoa:**

~ As a Native Hawaiian, what are some of the biggest things that you think most people get wrong about your culture?

~ What do you hope readers take away about your culture from this book?

~ What are some popular stereotypes about Hawaiian culture that are 100% wrong—and what's the truth instead?

~ As you wrote in *Island Wisdom*, overtourism is a growing problem in Hawai‘i. What are some of the ways travelers can visit in a more respectful way, without further damaging the already-fragile ecosystem?

~ What are some of your favorite Hawaiian values, i.e. the ones that resonate with you the most on a personal level?

~ We loved the part in the introduction where you took readers through your cultural journey and explained how it wasn't always “cool” to be Hawaiian when you were growing up in Honolulu. How have things changed since then? Aka where would you say things stand now?

### **For Annie:**

~ Of all of the Hawaiian philosophies in this book, which one personally resonated with you the most?

~ From your travel journalist perspective, what do you think the media can do differently when writing about Hawai‘i and Hawaiian culture? What have *you* started to do differently?

**Targeted:**

*On food:* What are some meaningful Hawaiian foods that travelers may not know about, but should?

*On wellness:* What is the Hawaiian perspective on wellness, and how can readers apply those lessons to their lives?

*On parenting:* What is the Hawaiian perspective on parenting and family, and how can readers apply those lessons to their lives?

*On travel:* In addition to respecting Hawaiian culture and land when travelers visit Hawai‘i, what are some ways that they can apply the Hawaiian outlook on life to other destinations they visit around the world? In other words, what are some ways to travel like a Hawaiian even when you’re not visiting Hawai‘i?

*On fashion and beauty:* We loved seeing Micah Kamohoali‘i on stage at New York Fashion Week in 2021. What is the Hawaiian perspective on fashion, and what messages do Hawaiian fashion designers like Micah hope to spread to the world—especially as Hawaiian fashion is finally getting is overdue recognition on the global stage/runway? Who are some top local designers to look out for?

*On music:* Hawaiian music is such a big part of Hawaiian culture—how would you describe the Hawaiian perspective on music? And for people who are just getting into it, who are some top Hawaiian musicians they can listen to?

*On the craft:* How did you approach the co-authoring process as a Hawaiian and a non-Hawaiian writing a book on Hawaiian culture together? What were your main philosophies that you leaned on throughout the journey?



## **Ideas for Essays/Tips Features/Broadcast Interview Topics**

- ~ Ways to Be a Respectful Traveler When You Visit Hawai'i
- ~ Hawaiian Philosophies That Will Help You Find More Meaning in Your Life
- ~ The Surprising Impact Listening to Local Music Can Have On Your Mental Health
  - ~ A Respected Hawaiian Chef Shares 5 Poke Secrets You Didn't Know
- ~ What We Can Learn from the Hawaiian Philosophy Pono [and Mana, and Ho'omanawanui, etc.]
  - ~ Stereotypes of Hawai'i That Need to Be Banished, According to a Native Hawaiian
  - ~ I'm Native Hawaiian, and Here Are the Top Misconceptions People Have About My Culture
  - ~ Native Hawaiians Describe the Cultural Philosophies That Have Shaped Their Lives
    - ~ Local Practices Hawaiians Want You to Keep In Mind When You Visit
    - ~ What Hollywood Gets Wrong about Hawaiian Culture, According to a Local
      - ~ Actually, Hawai'i Is Not Our Tropical Escape
    - ~ Meaningful Self-Care Tips from Native Hawaiians That Are Actually Meaningful
  - ~ Powerful Native Hawaiian Teachings That Will Help You Lead a More Thoughtful Life
  - ~ Meet the Native Hawaiian Designers Bringing Hawaiian Culture to the Global Stage
    - ~ Native Hawaiian Chefs Share The Truth About Poke
    - ~ Regenerative Farming is Rooted in This Hawaiian Philosophy...
    - ~ Actually, Regenerative Agriculture is Rooted in This Native Hawaiian Philosophy
  - ~ Hawaiian Farmers Share The Powerful Indigenous Techniques That Have Kept Their Land Thriving for Centuries
- ~ Why You Should Stop Calling the Continental U.S. "The Mainland," And Other Travel Lessons from Native Hawaiians
  - ~ Now That Hawai'i is Redefining Tourism, Here's How to Be a Better Traveler
- ~ Native Hawaiian Parents Share the Indigenous Family Wisdom They Swear By // The Inclusive Hawaiian Philosophy on Parenting You'll Want to Adopt for Yourself
  - ~ Native Hawaiian Teachings That Will Make You a Better Leader

## Excerpt Suggestions

Intro from Kainoa

The Art of the Lei (including a lei how-to and traditional lei customs)

How to Make Decisions with Aloha

The Truth About Hawaiian Poke

Life Lessons Found in Hula

Mālama 101 (How to Mālama Wherever You Go)

The Art of Hānai

Take Care of the Land, and the Land Will Take Care of You

How to Keep Your Ancestors Alive

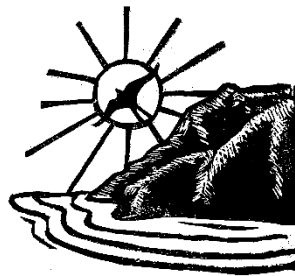
The History of Hawaiian Fashion

Traditional Family Values That Are Upheld to this Day (pono, kuleana, etc.)

How to Be Pono Every Day

How to Find Your Kuleana (Responsibility)

The Hawaiian Art of Ho‘omanawanui (patience)



## And now for a special treat (and sample spread) ...

### KEALOHA'S 'ULU POKE

I've been preparing variations of this 'ulu (pronounced oo-loo) or breadfruit poke for many years now, and my friends, family members and clients often rave about this recipe. Not only is it tasty, it also helps preserve ocean resources by utilizing breadfruit instead of fish. But let me be clear: This is definitely not a traditional recipe and should really just function as a guide for preparing poke. If you don't have access to fresh 'ulu, you can order frozen breadfruit from my friends at Hawai'i 'Ulu Cooperative. Some people have also substituted the breadfruit with tofu or similar foods like watermelon, sweet potato, or sushi-grade fish from your local shop. Limu (seaweed) can sometimes be hard to find fresh or frozen outside of Hawai'i, so it's okay to pass on this ingredient.. 'Inamona (made from roasted kukui nut and sea salt) may also be subbed for macadamia nuts if kukui is unavailable.

1 whole, steamed 'ulu (breadfruit), peeled, cored, and cubed (makes about 8 cups)

2 cups limu (Hawaiian seaweed), chopped; reserve 1/2 cup for garnish

1 1/2 cups green onion, finely sliced; reserve 1/4 cup for garnish

1/2 cup sweet or yellow onion, finely sliced; reserve 1/2 cup for garnish

3/4 cup sesame seed oil

4-8 tablespoons 'inamona; reserve 1 tablespoon for garnish

Hawaiian large grain sea salt to taste

In a large mixing bowl, combine the 'ulu, limu, green onions, and sweet or yellow onions.

Add the sesame seed oil and toss to coat evenly.

Add the 'inamona and salt to taste.

Garnish with more 'inamona, sweet or yellow onion, limu, and green onion. Serve cool and freshly mixed.

