NEWS RELEASE

HIS Hawaii Announces The 12th LeaLea Charity Run 5K

All Registration Fees to be Donated to the Waikiki Aquarium for the Third Consecutive Year

Honolulu, Hawaii, November 16, 2026 – Hawaii HIS Corporation (“HIS Hawaii”) announced today that it will hold the 12th LeaLea Charity Run 5K by HIS on Sunday, October 17, 2027. With the Mid-Pacific Road Runners Club, Hawaii's largest running club, as the race management partner, the race will start at Ala Moana Beach Park and finish at Magic Island, followed by a beach cleanup activity. For the third consecutive year, HIS Hawaii will donate the entire registration fee to the Waikiki Aquarium, which is dedicated to the conservation and research of Hawaii’s coral reefs and marine ecosystems. HIS Hawaii is pleased to offer this opportunity to practice “Mālama Hawai‘i” (caring for Hawaii), where participants from both within and outside the state of Hawaii can enjoy the beauty of Hawaii while giving back to the local community.



The LeaLea Charity Run was launched in 2011 to support the recovery from the Great East Japan Earthquake. The event supported the Hawaii Rainbow Kids Project, which aims to bring junior high school students from areas affected by the earthquake and the Fukushima Daiichi nuclear power plant accident to Hawaii to foster friendships with Hawaii's children through hands-on learning experiences. Since 2014, it has become an annual event rooted and supporting the local community.



For the third consecutive year, all registration fees will be donated to the Waikiki Aquarium in 2027, which is dedicated to the protection and research of Hawaii's coral reefs and marine ecosystem. (2026 Results: 460 participants, $21,691 in donations) The funds raised by LeaLea Charity Run will be used to rebuild Edge of the Reef Exhibit, one of the Waikiki Aquarium's oldest and most important exhibits, the 7,5000-gallon outdoor exhibit that showcases Hawaiian Marine Life, including yellow tangs and reef invertebrates. In August 2026, the Aquarium’s coral propagation and restoration efforts, including the renovation of this exhibit, were formally recognized by the Mayor of Honolulu and the Governor of Hawaii.



Dr. Al Dove, Director of Waikīkī Aquarium says “One of the first pieces of news shared with me when I started at the Aquarium recently was the generosity of HIS Hawaii in designating the Aquarium as the beneficiary of this year's LeaLea Charity Run. We couldn't do the important work of raising awareness of marine life and inspiring folks about marine science without this kind of support from community partners, so mahalo nui loa to HIS Hawaii and all the participants in the run!”

HIS Hawaii, in collaboration with Hawai'i Tourism Japan, is promoting "Mālama Hawai'i" to conserve Hawaii's nature, traditions and culture, and to promote regenerative tourism where local communities and visitors work together to create a sustainable society. For the 2027 event, HIS Hawaii is announcing the race six months earlier than usual and introducing a new Super Early Bird registration fee of $20 to encourage broader participation. Through the LeaLea Charity Run, HIS Hawaii provides an opportunity for "Mālama Hawai'i", where residents and visitors alike can share in the charm of Hawaii and the joy of giving back to the community.

The LeaLea Charity Run 5K by HIS

The top three male and female finishers overall will receive medals and luxurious prizes such as hotel-stay vouchers, and the top three finishers in each age group from 10 to 80+ years old will also receive medals and prizes. All finishers will receive LeaLea original item and local snacks and refreshments.
(All dates/times written below are local Hawaii time.)

Date:	Sunday, October 17, 2027
Venue:	Ala Moana Beach Park
Schedule:	Race starts at 7:00 am
Eligibility:	Must be 7 y/o or older on race day
Organizer:	Hawaii HIS Corporation
Race Mgmt:	Mid-Pacific Road Runners Club



Registration

Entry Site:	https://runsignup.com/Race/HI/Honolulu/LeaLeaCharityRun5K	
Registration Fee:	Super Early Bird (Ends on January 31, 2027):	$20.00
	Early Bird (Ends on July 15, 2027):	$30.00
	Regular (Ends on September 30, 2027):	$40.00
	Last-minute (Ends on October 16, 2027):	$50.00
Special Discount:	Student (20 y/o or under):	$30.00
	Group of 10 or more students:	Contact hnl-grp@his-world.com for details.

Packet pickup

Date & Time:	10:00am - 7:00pm Friday, October 15 & Saturday, October 16, 2027
Location:	HIS Hawaii Ala Moana Store (next to Center Stage of Ala Moana Center)

About Hawaii HIS Corporation

Since its establishment in 1991, HIS Hawaii has been committed to providing visitors with the opportunity to experience and enjoy all that Hawai'i has to offer, from its natural beauty, to its rich culture, history, and beyond. In cooperation with Hawaii Tourism Japan and local organizations, we promote responsible tourism through "Mālama Hawai'i" and furthermore, contribute to advancing with regenerative tourism.
In addition to providing the most up-to-date local information through our LeaLea magazine, LeaLea Web, LeaLea Hawaii TV, and each social media platform, HIS Hawaii remains committed to contributing to the local community. Along with our amazing local business partners, we will continue to share the spirit of aloha with the world, through our English tour activities LeaLea Tours, Ala Moana Branch introducing Japanese regional products, and escorted package tours from Hawaii to cities around the world with a focus on destinations in Japan, Real Estate services Hawaii Square, and more.

- Corporate Website https://www.his-hawaii.com/en/
- Travel Website https://lealeatours.com/ (Inbound) / https://hishawaii.net/ (Outbound)
- Official Website https://www.lealeaweb.com/
- YouTube LeaLea Hawaii TV
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Download images from here.

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