



FOR IMMEDIATE RELEASE (May 18, 2010)

Lahaina Cannery Mall announces launch of official Twitter feed

Microblog to dish real-time news, offers and interaction with center, merchants

Lahaina, Maui, Hawaii – Lahaina Cannery Mall today announced the launch of its official presence on the social networking site Twitter. The center's handle is @LahainaCannery and its feed can be accessed online at <http://twitter.com/LahainaCannery>.

The channel will be used to interact with the community and media, and to share real-time news, discounts and exclusive insight with followers.

"Its new media, but it's traditional conversation," said Lynn Okamoto, general manager. "We've been talking with our patrons and neighbors about the center's cultural events, special offers and new merchants for years via more traditional methods. This is just an extension of that, one authoritative, real-time channel for interaction with our family of merchants.

"It's 'talk story' 2.0."

Though this marks the center's official launch, Lahaina Cannery Mall has used Twitter for more than a year for brand monitoring and coordination during emergencies, such as February's tsunami even.

Lahaina Cannery Mall is Maui's only fully enclosed, air-conditioned shopping complex. Open daily from 9:30 a.m. to 9 p.m. (7 p.m. Sundays), Lahaina Cannery Mall has more than 50 shops and restaurants and is located on the north end of Lahaina Town fronting Honoapiilani Highway and Front Street. Management and leasing handled by CB Richard Ellis.

For more information, call (808) 661-5304, visit www.lahainacannery.com, or follow @LahainaCannery on Twitter.

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