

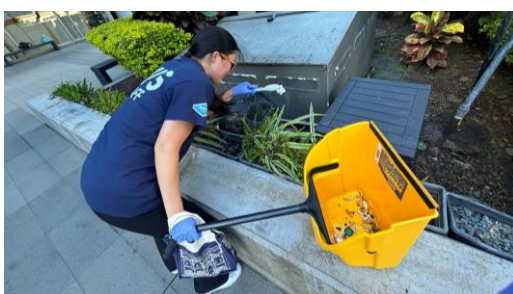
HIS Hawaii Joins City and County of Honolulu “Adopt-A-Block” Volunteer Program

Honolulu, Hawaii, October 22, 2025 – Hawaii HIS Corporation (“HIS Hawaii”) enters today in the City and County of Honolulu’s “Adopt-A-Block” Volunteer Program, a community beautification initiative that encourages local organizations to help clean and maintain public areas. This program promotes neighborhood beautification through a two-year commitment to maintain designated city blocks. HIS volunteers will take part in regular cleanup activities—removing litter and debris from sidewalks and gutters—to support a cleaner and safer community environment.



HIS Hawaii, in collaboration with Hawai'i Tourism Japan, is promoting “Mālama Hawai'i” to conserve Hawaii's nature, traditions, and culture. As well as to boost regenerative tourism where local communities and visitors work together to create a sustainable society. Launched this February, [Hawaii's first immersive XR bus tour “XploreRide Hawaii produced by NAKED, INC.”](#) blends tourism, entertainment, and technology, designed to also educate passengers about Hawaii's nature and culture. Additionally, [the 10th “LeaLea Charity Run 5K by HIS,”](#) held on October 12, provided an opportunity for participants from both within and outside of the state to enjoy the charm of Hawaii and give back to the community together, embodying the spirit of “Mālama Hawai'i.”

Participation in the “Adopt-A-Block” program reflects the company’s dedication to sustainability and community engagement, and its effort aligns with our Mālama Hawai'i initiative. By joining this program, HIS Hawaii will further implement these corporate philosophies—demonstrating its ongoing commitment to preserving the global environment and giving back to the community it serves.



City and County of Honolulu

"Adopt-A-Block" Volunteer Program

When: October 22, 2025, at 14:00
 Where: Kalia Road, from Lewers Street to Kalākaua Avenue, Waikīkī
 Duration: Two years
 (Upon renewal, a public recognition street sign displaying "HIS Hawaii" will be installed in the adopted area)
 Activities: Litter removal and cleanup of sidewalks and gutters within the designated block
 Participation Requirements: Volunteers aged 12+ *
 *Minors require parental consent and supervision
 City Support: Honolulu provides safety equipment, cleaning supplies, and debris collection



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 package tours to Japan and other parts of Asia, 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)
- YouTube [LeaLea Hawaii TV](#)
- Instagram [@hawaiihiscorporation](#)
- Facebook [Hawaii HIS Corporation - HIS Hawaii](#)

Image download <http://bit.ly/4osQvYP>

Contact information

Hawaii HIS Corporation PR & Media hnl-pr@his-world.com