

LeaLea Charity Run 5K by HIS Receives Special Award at the 4th JATA SDGs Awards

Honolulu, Hawaii, July 2, 2026 – Hawaii HIS Corporation (“HIS Hawaii”) received the Special Award in the Environment category at the 4th JATA SDGs Awards, organized by the Japan Association of Travel Agents (“JATA”).



Held for the fourth time this year with the aim of promoting initiatives to achieve the “Sustainable Development Goals (SDGs)” in the travel industry, the “JATA SDGs Awards” saw the total number of entries remain steady from the previous year (58 entries from 21 companies), indicating that awareness of the SDGs is taking root within the industry. In the “Environment” category, an event organized by HIS Hawaii—which adopted the theme “Integrating Tourism and Global Environmental Conservation through the ‘LeaLea Charity Run 5K,’ a running eco-initiative connecting Hawaii’s oceans with the future”—received the “Special Award” for being “an initiative that demonstrates creativity and ingenuity, with great potential for future development.”

The LeaLea Charity Run was launched in 2011 to support the recovery from the Great East Japan Earthquake. We have 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 supported Hawaii’s local communities, and after recovering from the COVID-19 pandemic last year, it has become a long-standing, community-rooted annual event.



Continuing last year, all registration fees will be donated to the Waikiki Aquarium again this year, which is dedicated to the protection and research of Hawaii's coral reefs and marine ecosystem. The race will start at Ala Moana Beach Park and finish at Magic Island, followed by a beach cleanup activity. Through the LeaLea Charity Run, we provide 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.



Registration

Entry Site: <https://runsignup.com/Race/HI/Honolulu/LeaLeaCharityRun5K>
Registration Fee: Early Bird (May 7 - July 15, 2026): \$30.00
Regular (July 16 - September 30, 2026): \$40.00
Last-minute (October 1, 2026 - Day of Event): \$50.00
Special Discount: Student (20 y/o and under): \$30.00
Group of 10 or more students: Contact hnl-grp@his-world.com for details.

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](#)
- Instagram [@lealeahawaii](#)
- X [@lealeahawaii](#)

Image download <http://bit.ly/4eO1GYZ>

Contact information

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