



FOR IMMEDIATE RELEASE (June 8, 2010)

The Shops at Mauna Lani launches official channel on Twitter

Microblog offers real-time specials, center news and community interaction

Kohala Coast, Hawai'i – The Shops at Mauna Lani today announced the official launch of its presence on the social networking site Twitter. The center's handle is @TheShops and its feed can be accessed via the official Twitter website (<http://twitter.com/TheShops>).

The center's ownership said it tapped the 2.0 technology to share real-time insight, broadcast merchant specials and interact with the community in the new media sphere.

“For years it's been very important for us to ‘talk story’ with our neighbors and guests, get their feedback and share the latest news about our family of merchants,” said Bill Borkan, owner of The Shops at Mauna Lani. “Our Twitter presence is really just an evolution of that, a new method for continuing a very traditional conversation.”

The center's new media efforts are coordinated by marketing, advertising and public relations firm Gilbert & Associates ([@gilbertads](http://gilbertads.com)).

About The Shops at Mauna Lani

The Shops at Mauna Lani is the premier destination on the Kohala Coast for live island music, world-class shopping and fine dining. Restaurants include Tommy Bahama's Bar & Restaurant, Ruth's Chris Steak House and Monstera. The Shops is also home to Hawaii's most distinct art galleries, including Peter Lik Gallery, Third Dimension Gallery and Lahaina Galleries, as well as popular merchants such as Oasis Lifestyle and Foodland Farms gourmet market.

For more information call (808) 885-9501, visit www.shopsatmaunalani.com or follow on Twitter ([@TheShops](http://twitter.com/TheShops)).

Media Contact:

Todd A. Vines

Gilbert & Associates

P 808.871.6230 ext 15

F 808.871.9187

T: [@gilbertads](#)

E: todd@gilbertadvertising.com