



FOR IMMEDIATE RELEASE

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Pacific Media Group Awards Aiea High School Student for her “Acts of Aloha”

HONOLULU, HAWAII (November 30, 2021) – Pacific Media Group is pleased to once again award a scholarship to an O’ahu student who has performed “Acts of Aloha.” After starting a volunteer journey with the American Red Cross at the age of 13, Kylie Charice Alarcon is now the University of Hawaii College Red Cross Club President, the Red Cross Club Committee Member and the recipient of the scholarship made possible by the generosity of PMG partners Alaska Airlines, Hawaii Baptist Academy, and Climb Works. The Scholarship includes \$3,000 and roundtrip air travel for two anywhere Alaska Airlines flies.

Jaylene Chee, Regional Volunteer Services Officer, + American Red Cross describes Alarcon as a selfless human that is “smart, kind, inclusive and giving without expectation of return.”

Alarcon is now a sophomore, studying psychology at UH Manoa with aspirations to earn a Master's degree in counseling. She directed and produced a Hawaii Fire Safety video, coordinated multiple blood drives that benefited the Blood Bank of Hawaii, and continues to teach courses as a hands-only CPR instructor. She is also a ukulele instructor and it is her hope to motivate young people to make volunteerism and service to others a way of life.

“Pacific Media Group was born in Hawaii and remains completely local to this day. As we approach the holidays, we are honored to meet Kylie and to support her continued success. We are also grateful to our partners for helping us to make this program possible,” said Joshua Mednick, Regional VP/GM for Pacific Media Group.

The “Acts of Aloha” Scholarship was established to offer high school students assistance by providing financial and travel support. “Hawaii Baptist Academy is pleased to support this scholarship that encourages our young leaders to serve their communities with their time, talents, and skills. This is something we encourage among our students at HBA, and we look forward to seeing the various acts of aloha that are brought to light through this campaign,” says President Ron Shiira of Hawaii Baptist Academy. “At Climb Works, we wanted to be part of this scholarship program because we feel it's important to invest in the future of our children and the next generation,” says Aaron Campbell, Partner of Climb Works. Pacific Media Group organized the scholarship with the goal of promoting acts of kindness, community service, and spreading “Aloha.”



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About Pacific Media Group

Pacific Media Group is a Hawai'i-based media company with offices in Kahului, O'ahu, Kaua'i, Hilo and Kona. PMG owns and operations 20 radio stations PMGHawaii.com, MauiNow.com, BigIslandNow.com, HawaiiAirportAdvertising.com and multiple website, app, and digital radio products.

O'ahu stations are KDDB FM 102.7 "da Bomb," "The Wave" 105.9 FM, "HI93" 93.1 FM and KUMU FM 94.7.

Maui stations include: KPOA 93.5 FM; KLHI "HI92" 92.5 FM; KJKS 99.9 "Kiss" FM; KJMD "Da Jam" 98.3 FM; KNUI "K-Country" 550 AM (106.1FM); and KMVI "ESPN: 900 AM (102.5 FM).

Hawai'i Island stations include: KAPA 99.1 FM (Kona) and 100.3 FM (Hilo and Ka'u); KPVS The Beat 95.9 FM (Hilo) and 93.9 FM (Kona), KBIG 97.9 FM (Hilo) and 106.1 FM (Kona).

Kaua'i stations include: KQNG 93.5 FM, KSHK "Shaka" 103.1 FM, KSRF "HI95" 95.9 FM and KUAI 570 AM (and 104.5 FM translator).