



**For Immediate Release**  
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## **Aloha For Philippines Relief Effort Launched**

Banking industry united in helping victims of Super Typhoon Haiyan

As part of the statewide Aloha For Philippines relief effort, Hawaii's banks are teaming up to accept donations for disaster victims of Super Typhoon Haiyan. Beginning Monday, November 18, customers will be able to donate money at any branch of virtually every bank in the state, providing Hawaii residents hundreds of safe, convenient and trusted locations to make contributions. In a similar coordinated effort during the 2011 Aloha For Japan campaign, banks raised over \$3 million for disaster victims.

Participating banks include American Savings Bank, Bank of Hawaii, Bank of the Orient, Central Pacific Bank, Finance Factors, First Hawaiian Bank, Hawaii National Bank, HomeStreet Bank, Ohana Pacific Bank, Pacific Rim Bank and Territorial Savings Bank—all of whom make up the 11 member banks of the Hawaii Bankers Association.

"We are deeply concerned about the welfare of the victims of Typhoon Haiyan in the Philippines," said Edward Pei, Executive Director of the Hawaii Bankers Association. "We are pleased to do our part by accepting donations from our generous and caring community members, and forwarding those donations to organizations that can provide direct assistance promptly."

The banks designated the Filipino Community Center (FilCom Center) as one of its 501(c)(3) nonprofit organizations. With the numerous natural calamities that have struck the Philippines in recent years, the FilCom Center has become accustomed to raising money for disaster victims. "While we are deeply saddened by yet another devastating storm, we are thankful for the leadership of Hawaii's banks and the opportunity to partner with the Consuelo Foundation, who will accept donations from FilCom and match each dollar," says Edmund Aczon, FilCom's board chairman.

Consuelo Foundation President & CEO Jon Matsuoka confirmed, "We are proud to announce that Consuelo Foundation will match donations to FilCom, up to \$2 million. When you donate \$100 to FilCom, you're really donating \$200 to Philippine disaster victims."



The banks' other designated charity is the American Red Cross, which is part of the world's largest humanitarian network. "Our hearts go out to the people of the Philippines at this time of great tragedy," says Coralie Chun Matayoshi, CEO of the American Red Cross, Pacific Islands Region. "We are incredibly grateful for the support of all banks in serving as a catalyst for their customers' generosity. This act of compassion will give strength to our humanitarian efforts in the Philippines. We want to thank everyone involved in Aloha For Philippines for their wonderful contribution to the cause of humanity."

Check donations can be made payable to "American Red Cross – Aloha For Philippines" or "Filipino Community Center – Aloha For Philippines" and deposited at all HBA-member banks across Hawaii.

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