



# UCHINANCHU

THE VOICE OF THE HAWAII UNITED OKINAWA ASSOCIATION

## Advertising in HUOA's Uchinanchu Newsletter

**Circulation:** 11,400 households

**Frequency:** 6 times a year

**Cost:** cost effective outreach to heavily read newsletter. Best circulation among other Japanese news publications.

### **Outreach, Readership:**

- Free newsletter
- HUOA Club contingent of 48 clubs
- Club members reside on Oahu, Maui, Hawaii and Kauai
- Local businesses, other non-profit organizations, and cultural and performance arts organizations
- Okinawa Prefectural Government

### **Special Issues:**

Okinawan Festival issue published in August

Installation Banquet and Uchinanchu of the Year Honorees issue published in February

### **Regular Features:**

- Up-Coming Events like the Okinawan Festival, Craft Fairs, Okinawan Children's Cultural Day Camp, Shinnen Enkai New Year's Parties, cultural arts performances, and other cultural activities
- Member Club News
- Cultural interest articles and community news
- Capital Campaign and Annual Fund Drive updates
- HUOA Sports League Scores and Updates

The Uchinanchu Newsletter shares information and experiences among the association members to work toward perpetuating the goals of the organization. The funds to produce this newsletter come from advertisers like you.

HUOA commits to preserving, promoting and perpetuating Okinawan culture, arts and history of Okinawans in Hawaii.

The member clubs of HUOA are comprised of families whose ancestors immigrated to Hawaii from the same region in Okinawa. Clubs were initially formed to serve the basic needs of the Issei (first generation Japanese Okinawan immigrants) by providing assistance, support and companionship in their times of need. That same kind of support continues today among the younger generation of Okinawans. The clubs help maintain continuity from generation to generation by planning activities for the members, including New Year's parties, summer picnics, special projects, sports activities and tours to Okinawa.



## Hawaii United Okinawa Association

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