

## Waikiki concert to benefit SA

by Daniel De Castro –

Hawai'i's baby boomers will be treated to a bit of nostalgia this Fourth of July weekend as they sway and dance to the music of the Beatles and the Beach Boys during a concert in Waikiki. The best part of this event is that with anticipated ticket sales of 5-6,000, The Salvation Army stands to benefit a \$5 donation for every ticket sold.

Salem Media, event producer and owner of seven radio stations in Hawaii, chose the Army as the beneficiary of the concert because it's convinced that the charity is well-deserving of the donation. "After attending their recent annual volunteer recognition luncheon, we were so impressed by the way The Salvation Army organized the event and the efficiency by which it conducts its humanitarian programs," says T.J. Malievsky, vice president of Salem's operations.

Promoted as "HELP! the Homeless Benefit Concert" in reference to the title of one of the Beatles' popular songs, the concert will feature *Beatlemania*, a group celebrating the Beatles' music, and *Still Surfin'*, a throw-back group specializing in the music of the Beach Boys. Some well-known local bands will also perform contemporary Hawaiian music.

"We're excited that the program will provide some time for us to tell our story," says Major Dave Hudson, divisional commander. A former Salvation Army client—now a successful business entrepreneur—will speak about how her life has been turned around because of the assistance she received from the Army.

Salem Communications Corporation, headquartered in Camarillo, California, is the leading U.S. radio broadcaster focused on religious and family themes programming. The company owns 102 radio stations mainly comprising three primary formats: Christian Talk and Teaching, News/Talk, and Contemporary Christian Music.

