**Four Seasons Resort Maui at Wailea Launches 31st Annual Virtual Day of Hope Run/Walk**

Resort invites participants from around the globe to support cancer patients in Hawaii

**November 4, 2021**,  *Hawaii, Maui, U.S.A.*

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[Four Seasons Resort Maui at Wailea](https://www.fourseasons.com/maui/) announces the 31st  Annual Day of Hope Run/Walk, with proceeds benefitting Pacific Cancer Foundation, Kapi‘olani Medical Center for Women & Children, and American Cancer Society’s Hope Lodge. Following a hiatus in 2020 due to the COVID-19 pandemic, the Resort has reimagined the fundraiser, with safety top of mind. This year, a virtual 5K and 10K run/walk and streamed ceremonies will allow participants worldwide to be a part of the Resort’s tradition.

“We’re excited to invite people from all corners of the globe to take part in the Resort’s Day of Hope this year,” says Four Seasons Resort General Manager [Ben Shank](https://press.fourseasons.com/maui/hotel-team/ben-shank.html). “The virtual format gives our extended Four Seasons Maui ‘ohana (family) - regardless of where they are physically - an opportunity to join our community as we raise funds for those affected by cancer in Hawaii.”

Runners and walkers who wish to participate in the virtual 5K and 10K run/walk, can register starting today by visiting the Day of Hope [website](https://www.active.com/running/distance-running-virtual-events/31st-annual-day-of-hope-maui-virtual-run-walk-2021?int=). Participants can sign up for either distance and will have until 11:59 pm HST on Saturday, December 4, 2021, to complete the race and record their times on the site.

On Sunday, December 5, 2021, at 9:00 am HST, tune into the Four Seasons Resort Maui Facebook page or @fsmaui on Instagram, as the Resort will live broadcast closing ceremonies, including an oli (Hawaiian chant) by Hawaiian Cultural Ambassador [Wendy Tuivaioge](https://press.fourseasons.com/maui/hotel-team/wendy-tuivaioge.html) and an outrigger canoe paddle to scatter orchids in honour of those affected by cancer.  Additionally, during the ceremonies, participation prizes will be awarded.

Participation prizes will be drawn randomly and include:

* (1) 3-night stay at Four Seasons Resort Maui at Wailea including breakfast for two daily, parking, and premium internet
* (2) USD 250 Four Seasons Hotels and Resorts Gift Card

The registration for the 5K or 10K run/walk is USD 50 or USD 30 for kama’aina. Dedication orchids for the canoe ceremony can be purchased for USD 5 each. Those who wish to donate directly to support Day of Hope can also do so on the registration [website](https://www.active.com/running/distance-running-virtual-events/31st-annual-day-of-hope-maui-virtual-run-walk-2021?int=).

Participants are encouraged to tag the Resort’s social media accounts at [Four Seasons Resort Maui](https://www.facebook.com/FourSeasonsResortMaui) on Facebook and [@fsmaui](https://www.instagram.com/fsmaui/) on Instagram, using the hashtag #fsdayofhope, for a chance to be highlighted on the Resort’s pages.

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# **PRESS CONTACTS**

|  |  |
| --- | --- |
| Alternative text | **Crissa Hiranaga**  **Director of Public Relations**  3900 Wailea Alanui Drive  Wailea, Maui  U.S.A.  crissa.hiranaga@fourseasons.com  **+1 (808) 891-4115** |