



**Hawaiian  
Electric**

## NEWS RELEASE

FOR IMMEDIATE RELEASE

### **Pre-orders launch for new fundraiser cookbook “Pilina”**

*All proceeds benefit United Way agencies across O’ahu, Maui County & Hawai’i Island*

**HONOLULU, Oct. 19, 2022** – Pre-orders launch today for “Pilina – Connecting through the rich, local flavors of our islands,” a 150-page cookbook published by Hawaiian Electric employees as a fundraiser to benefit United Way agencies across its service areas. Pilina, meaning “to make connections” in the Hawaiian language, features more than 120 recipes contributed by employees. Priced at \$15, this year’s edition features a foldable stand with spiral-bound top for easy flipping to a favorite recipe. Purchase online at [hawaiianelectric.com/unitedwaycookbook](http://hawaiianelectric.com/unitedwaycookbook). All orders received by Nov. 20, 2022, will be delivered within the state of Hawai’i ahead of the Christmas holiday season.

“Our cookbook theme reflects the desire to reconnect over a delicious home-cooked meal as many of us return to in-person work settings or meet up with family and friends after several years of limited gatherings due to the pandemic,” said Senior Vice President Tayne Sekimura, Hawaiian Electric’s chief financial officer and treasurer, and executive sponsor of the company’s United Way workplace campaign.

“The fundraiser cookbook is a company tradition that has continued for over two decades, and our employees dug deep into family archives as well as created new recipes to share with the community,” Sekimura added. “Every purchase will benefit United Way and its partner agencies, which support our community’s most vulnerable. Buy one to keep and gift several more to family and friends.”

Recipes include the use of popular time- and energy-saving appliances – such as the instant pot, air fryer and pressure cooker – and also recipes for vegetarians and vegans that highlight fresh, locally-sourced produce and ingredients.

Home cooks will find recipes in every category: appetizers, breakfast/brunch, soups/salads, main entrées, and desserts. Liven up your meal plans with these fresh ideas: Avocado Sashimi, Fried Ulu, Cinnamon Bun Cake, Hearty Oxtail Soup, Taegu Noodle Salad, Pot Pie Pasta, Bourbon Short Ribs, Edamame & Mushroom Risotto, Bok Choy Tofu, Pull Apart Cheesy Bread, Lemon Crunch Cookies and Fuji Apple Float, to name a few!

Visit [hawaiianelectric.com/unitedwaycookbook](http://hawaiianelectric.com/unitedwaycookbook) to purchase a copy of “Pilina” by credit/debit card only. For questions, please email [unitedwaycookbook@hawaiianelectric.com](mailto:unitedwaycookbook@hawaiianelectric.com) or leave a message at (808) 543-2555 and your call will be returned. Cookbooks can only be mailed within the U.S. and USPS Priority Mail flat rates will be applied.

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