



NEWS RELEASE

FOR IMMEDIATE RELEASE

Friday, May 4, 2007

Contacts:

For First Insurance:

Steve Tabussi
Vice President of Marketing
(808) 527-7695

For Protect the Planet:

Kristy Brenneman
Outreach Coordinator
(808) 226-1464

PROTECT THE PLANET AND FIRST INSURANCE TACKLE KEEHI CLEANUP

HONOLULU – First Insurance and Protect the Planet will mark Join Hands Day by holding a joint beach cleanup at Keehi Lagoon this Saturday, May 5, between 9:30 and 11:30 a.m. More than 100 volunteers are expected to participate in the effort, including Kalakaua Middle School, the Girl and Boy Scouts, and Castle High School.

“The government and nonprofits can’t do it alone, so when businesses like First Insurance get involved it really works,” said Debbie Pollack, executive director of Protect the Planet. “First Insurance has really taken the lead, which is terrific.”

The idea for the beach cleanup came from First Insurance’s Community Action Team (First CATs), which is dedicated to developing volunteer activities. First Insurance needed a nonprofit organization with a proven track record to help coordinate the event, so it turned to Protect the Planet.

“We are proud to have an opportunity to work with Protect the Planet and the community in such a worthwhile cause,” said First Insurance CEO Allen Uyeda.

(more)

Protect the Planet, a local environmental awareness organization that aims at creating outreach programs that will involve students, was eager to help and suggested Keehi Lagoon as a starting point. "The beach, which is popular with paddlers, needs constant attention because there is an abundance of shoreline debris in the area," said Pollack.

The first 100 volunteers to register will receive a T-shirt courtesy of First Insurance. Bags for collecting trash, protective gloves, snacks and water will be provided by First Insurance and Protect the Planet.

Join Hands Day is a national day for volunteers to come together and make a difference in the community. Schools, businesses and charities work together to build relationships and create a positive impact on the community. Youth leadership is encouraged to participate in the planning process. Young people are encouraged to take on leadership roles in a project for an experience that will continue to benefit both the younger generation and the community in the future.

First Insurance Company of Hawaii, Ltd. is the largest property and casualty insurer domiciled in Hawaii, with assets totaling more than \$482 million and liabilities of \$324 million. First Insurance offers an array of personal, commercial and specialty lines of insurance. Nearly a century old, First Insurance enjoys an "A" (Excellent) rating from A.M. Best Co., whose ratings are widely recognized as a benchmark of an insurer's financial strength. Proud of its experienced service-oriented staff, First Insurance has more than 300 employees and distributes its products through 28 independent general agencies. It has claims personnel on Oahu, Kauai and Maui and in Hilo and Kona on the Island of Hawaii. First Insurance is a subsidiary of CNA Financial Corporation and The Tokio Marine & Fire Insurance Company Ltd.

#####