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## Press Release

# Seafood Festival at Turtle Bay Resort

North Shore Shrimp / Sam Choy Poke Festival

November 17<sup>th</sup> & 18<sup>th</sup>

**Kahuku, HI, November 8, 2006:** Benchmark Hospitality International is pleased to announce the return of the Seafood Festival at Turtle Bay Resort on November 17<sup>th</sup> and 18<sup>th</sup> 2006. The resort is especially pleased to announce as a part of this festival the return of the Sam Choy Poke Festival.

### ***Taste of the North Shore Shrimp Trucks, Friday, November 17th, 6:00 to 9:00 pm.***

All of the North Shore Shrimp Trucks have been invited to participate in a unique festival where, for one price, participants can sample shrimp from each of the North Shore trucks. Long a staple of the North Shore experience, Shrimp Trucks have provided locals and tourists alike an opportunity to enjoy locally grown North Shore shrimp. Each truck has developed a unique specialty. This festival creates an opportunity to sample the specialties of each truck "under one roof" in what has been promoted as "A Taste of the North Shore". Rather than a competition, as in the past, this year's event is a celebration of a truly unique and wonderful aspect of the North Shore. Sam Choy's Big Aloha Brewery will provide free beer tasting. Music will be provided by Kapena.

### ***Same Choy's Poke Festival, Saturday, November 18th, 5:30 to 9:00 pm.***

World renowned chef Sam Choy returns to Turtle Bay Resort for the Sam Choy Poke Festival. Professional and amateur contestants will compete, head to head, for cash and prizes. As a highlight of the event, at 6:00 pm, Sam Choy will compete on stage with celebrity challengers. After the challenge, guests will be able to sample each of the contestants' Poke. Sam Choy's Big Aloha Brewery will provide free beer tasting. Music will be provided by Ka'ala Boys.

The cost for each event is \$35 per person. Tickets are available through the Turtle Bay Resort Concierge at (808) 293-6000 and are available at the door. Room and event packages are available through the resort as well. Wine and mixed drinks will be available for an additional charge.

**For Immediate Release**