



Island Life

SATURDAY SCOOPS

SECTION

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SATURDAY | October 11, 2008

It's a sweet holiday treat

Helm, Hawaiian Host combine talents to create a delicious 'Christmas Medley'

BY WAYNE HARADA

Advertiser Entertainment Writer

How sweet it is: Singer Raiatea Helm's new three-tune CD will be tucked into boxes of Hawaiian Host macadamia nut chocolates in a novel pairing dubbed "Christmas Medley," available in stores this weekend.

"It's a huge idea," said Helm, whose "Hawaiian Blossom" tour earlier this year was sponsored by Hawaiian Host.

"I'm a Hawaiian singer; Hawaiian Host makes chocolates; my artistic consultant Guy Sibilla helped put together a project combining music and chocolate," Helm said. "It's a great partnership."

It's also an unconventional way to launch new music — and preview a new product. The only way to hear Helm's first-ever composition, "Where I Belong," co-authored by local boy and music veteran Johnson Enos, is on this CD. The in-English ballad, with piano accompaniment, is all about yearning for home when you're away.

The disc is inside the 14-piece sampler of four Hawaiian Host classics — MacNut Crunch, Dark Chocolate Macadamia, Maui Caramacs and Original Chocolate Macadamias — with a sleeve depicting the Helm CD gift inside the "Christmas Medley" package. The box has a retail price of \$5.40 to \$6.99.

The fresh song is a prelude to her next CD, due next year.

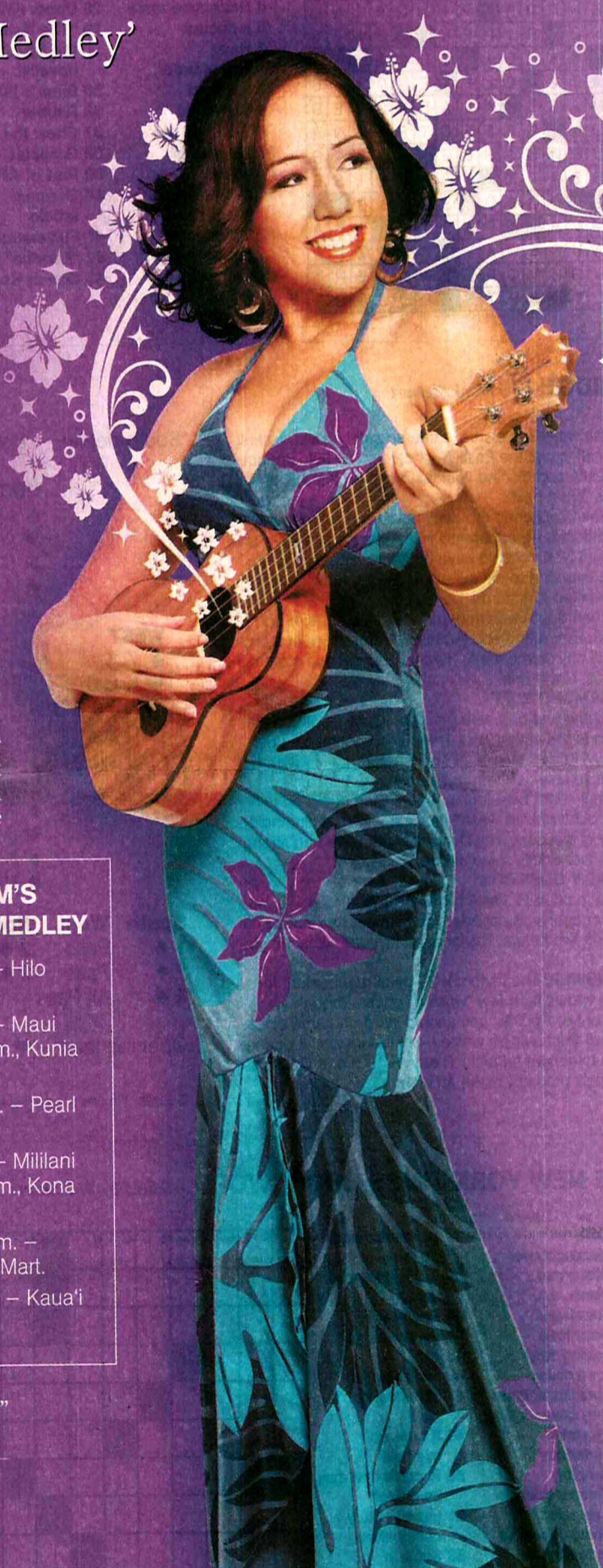
The multiple Nā Hōkū Hanohano Award-winning performer will venture into a mini-tour through the holidays to promote the special. Wal-Mart, for instance, will host a series of in-store Helm concerts (see box).

Costco, Longs Drugs, Don Quijote, Kmart, Marukai Wholesale Mart and Hilo Hattie stores also will carry the premium package, along with the Navy Exchange.

The gift CD also includes "Maile Swing," from Helm's 2006 "Sweet and Lovely" CD, and "Poi 'Awa'awa," from her 2008 "Hawaiian Blossom" disc.

RAIATEA HELM'S CHRISTMAS MEDLEY

- Nov. 1, 11 a.m. — Hilo Wal-Mart
- Nov. 2, 11 a.m. — Maui Wal-Mart; 5:30 p.m., Kunia Wal-Mart
- Nov. 7, 5:30 p.m. — Pearl City Wal-Mart
- Nov. 9, 10 a.m. — Mililani Wal-Mart; 3:30 p.m., Kona Wal-Mart
- Nov. 11, 5:30 p.m. — Ke'eaumoku Wal-Mart
- Nov. 22, 11 a.m. — Kaua'i Wal-Mart



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