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## News Advisory

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# ENVIRONMENTAL GROUPS CALL HANNEMANN'S NORTH SHORE AD FOUL

community leaders protest the use of the "keep the country country" slogan as a feeble attempt to greenwash hannemann's record

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NORTH SHORE, HAWAII – **Defend Oahu Coalition**, the group behind efforts to protect rural Oahu and the green Keep the Country COUNTRY t-shirts and stickers, and the **Hawaii Chapter of the Sierra Club** called upon Gubernatorial Candidate Mufi Hannemann to retract an ad recently run in the North Shore News.

"Mr. Hannemann has been a consistent proponent for development along the North Shore," said Robert D. Harris, Director of the Hawaii Chapter of the Sierra Club. "His use of the Keep

the Country COUNTRY slogan is a poor attempt to greenwash his environmental record."

Mr. Hannemann's **advertisement**, which ran in the North Shore News, falsely claimed credit for "Keeping the County Country."

"The Keep the Country COUNTRY movement was born in the 1970's to limit the very type of unsustainable development that Mufi has supported in much of Ko'olauloa and the North Shore" said Tim Vandever, co-chair of Defend Oahu Coalition. "We received permission to use this slogan in order to advocate for preserving the character and feel of rural Oahu. It is a rallying cry that Hawaii residents have come to associate with open space, low rise structures, limited population growth, mountains, fields, beaches, the ocean, and a rural life style."

"That's why we're dismayed that a politician who has barely lifted a finger to preserve the Country would have the audacity to steal this well-recognized slogan," continued Vandever. "The legacy of the *real* community leaders who started the movement cannot be co-opted in order to score political points."

"Mr. Hannemann's advertisement is misleading and incorrect," said Harris. "Mr. Hannemann takes credit for protecting Waimea Valley, when in actuality he tried to push through a **settlement** that would have allowed a half dozen luxury homes. It would have also opened up the possibility of tourist camps in one of the last undeveloped valleys on Oahu. The protection of Waimea Valley happened in spite of Mr. Hannemann's efforts to develop it."

"Tens of thousands of Hawaii residents have urged our government to do something to stop the development of five new hotels at Turtle Bay," said Kent Fonoimoana, Kahuku Resident. "At every turn, however, the Hannemann administration **supported** this outdated proposal. In fact, his administration refused and then fought citizen groups in court over whether an updated environmental impact statement was required."

"In point of fact, the Hawaii Supreme Court ruled that the Hannemann administration was wrong and that indeed a supplemental environmental impact statement was required for the proposed Turtle Bay development," said Harris. "If Hannemann had agreed that a fresh look was necessary, he could have saved both taxpayers and citizens groups a lot of time and money."

"Supporting the addition of thousands of new cars onto an already overloaded highway and developing pristine coastlines is not 'keeping the country country,'" said Kahuku resident Margaret Primacio.

"From **supporting luxury homes** in Laie to supporting development at Turtle Bay, Mr.

Hannemann has been a proponent of developing one of the last rural areas on Oahu," said Stuart Coleman, Surfrider Foundation's Hawaii Coordinator. "We respectfully call upon him to withdraw and disavow the advertisement that usurps the Keep the Country COUNTRY slogan."

## Defend Oahu Coalition

*Defend Oahu Coalition is a diverse group of community residents, environmentalists, activists and religious leaders, all working together toward one immediate goal: protecting communities on Oahu from the dangerous effects of large scale development. We believe that the beautiful open spaces and shorelines on Oahu are for all residents and visitors to enjoy. We are committed to ensuring that it will be a resource for generations to come. <http://www.defendoahucoalition.org/index.php>*

## Hawaii Chapter of the Sierra Club

*Founded in 1968, the Hawai'i Chapter of the Sierra Club is the state's largest and most active grassroots environmental organization. The Club actively promotes reducing the impacts of global climate change by encouraging the development of clean renewable energy, reducing the use of fossil fuels, and ensuring our fragile native habitat is protected from harm. [www.sierraclubhawaii.com](http://www.sierraclubhawaii.com)*

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