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**HYATT CENTRIC WAIKIKI BEACH ANNOUNCES COLLABORATION WITH ARTIST JACK SOREN
AS PART OF HYATT LOVES LOCAL INITIATIVE TO HELP REVITALIZE RECOVERING
COMMUNITIES**

Hyatt Centric Waikiki Beach's efforts build on the success of Hyatt's global initiative, with more than 100 Hyatt hotels teaming up with small businesses and minority- and female-owned businesses impacted by the COVID-19 pandemic

Honolulu Hawaii, June 8th, 2021 – Joining Hyatt hotels across the Americas, Asia Pacific, Europe, Middle East, Africa, and Southwest Asia regions, Hyatt Centric Waikiki Beach today announces a collaboration with local artist Jack Soren as part of Hyatt Loves Local, which provides complimentary resources and exposure to select local businesses that have struggled during the pandemic. The hotel's relationship with Jack began in the summer of 2019 with a chance meeting in Kaka'ako (Oahu's coolest, hippest neighborhood) between the artist and the hotel's General Manager.

"I saw Jack working on one of his murals on my way home from the gym, and thought that his work would be a perfect fit for our hotel," said Richard Elliott, general manager Hyatt Centric Waikiki Beach. "We struck a deal on the spot and the collaboration has been a hit ever since."

Soon after, Mr. Soren produced a mural for the hotel's bar depicting surfers at Waikiki Beach set against the backdrop of iconic Diamond Head. "His artwork added much needed color and vitality to our lobby when it was completed, and with many spaces in Honolulu still closed, we have chosen to continue supporting Jack and his work," said Elliott.

As a full-time artist painting murals and exploring different media, Jack depends on multiple venues and art festivals to promote his work. One art festival in particular, the [POW! WOW! Hawai'i Street Art Festival](#) – which takes place over Valentine's Day week in [Kaka'ako](#), was cancelled this year due to the pandemic. Previously, and in addition to Honolulu, the festival was held in multiple cities across the United States, Italy, The Netherlands and Japan, drawing a global audience to each destination. With this opportunity taken away, the Hyatt Centric Waikiki Beach team re-connected with Jack and commissioned another piece of art: a highly stylized surfboard for display in the lobby.

"It's a fun, vibrant piece of art that our guests and associates absolutely love," said Elliott, "When our hotel re-opened, we wanted to promote fun and well-being, and Jack's surfboard inspired the creation of our ["Study Aboard" promotion](#), which includes accommodations in one of our deluxe rooms and a surfing lesson at world famous Waikiki Beach."

"By participating in Hyatt Loves Local, we hope to show Hyatt's purpose of care while showing support for our local artists and community," said Elliott. "We're proud of our on-going collaboration with Jack, and I invite our local community and visitors to come and see Jack's distinctly local artwork at Hyatt Centric Waikiki Beach."

"I've truly enjoy working with Richard and his team at Hyatt Centric Waikiki Beach as the look and feel of the property really meshes well with my style, and they always treat me like family" , said Jack Soren. "I

am so grateful for the opportunity to have a venue to display my work, and for the continued partnership between myself and the team at Centric Waikiki.” The Centric Waikiki team plans to have Jack return and reinvent the lobby mural on an annual basis.

Jack Soren’s latest creation, “Lei’d Back,” is a floor to ceiling mural across two walls in the lobby. The Centric Waikiki team plans to have Jack return and reinvent the lobby mural on an annual basis.

Hyatt Centric Waikiki Beach is one of 100 Hyatt hotels and resorts participating in Hyatt Loves Local. Following the success of Hyatt’s introduction of the community-driven initiative in 2020, Hyatt Loves Local has evolved to further meet the current needs of Hyatt communities and guests, including collaborating with more minority-owned and female-owned businesses and delivering reimagined experiences inspired by the new travel landscape. In turn, Hyatt Loves Local connects those in-need directly with Hyatt guests and locals through distinctly local offerings including wellbeing, arts and entertainment, “voluntourism,” traveling with pets and culinary experiences.

For more information about Hyatt Centric Waikiki Beach’s collaboration with Jack Soren, please visit ([IG web link](#)) or call 808-237-1234

For more information about Hyatt Loves Local and participating hotel collaborations around the world, please visit hyatt.com/hyattloveslocal. and the corporate press release [HERE](#). Images are available upon request.

The term “Hyatt” is used in this release for convenience to refer to Hyatt Hotels Corporation and/or one or more of its affiliates.

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About Hyatt Centric Waikiki Beach| Boutique Honolulu Hotel Located Near Waikiki Beach

Hyatt Centric is a brand of full-service lifestyle hotels located in prime destinations. Created to connect guests to the heart of the action, Hyatt Centric hotels are thoughtfully designed to enable exploration and discovery so they never miss a moment of adventure. Each hotel offers social spaces to connect with others in the lobby, meanwhile the bar and restaurant are local hot spots where great conversations, locally inspired food and signature cocktails can be enjoyed. Streamlined modern rooms focus on delivering everything guests want and nothing they don’t. A passionately engaged team is there to provide local expertise on the best food, nightlife and activities the destination has to offer. For more information, please visit hyattcentric.com. Follow @HyattCentric on Facebook and Instagram,

About Hyatt Loves Locals

Driven by Hyatt’s purpose to care for people so they can be their best, [Hyatt Hotels Corporation](#) (NYSE: H) announces today the *Hyatt Loves Local* initiative, a global effort by Hyatt hotels to uplift and collaborate with small businesses that have been impacted by the COVID-19 pandemic. Nearly 100 Hyatt hotels and resorts in destinations across the Americas, Asia Pacific, Europe and the Middle East are providing complimentary resources and exposure to select local businesses that have struggled during the pandemic. In turn, these businesses are able to continue operating in different ways and offer Hyatt guests distinct and enriching experiences that foster a meaningful connection to the destination’s local community.