

Outrigger Canoe Paddling Program O`ahu Interscholastic Association

The Limtiaco Company (TLC), initiated a project that resulted in the sanctioning of canoe-paddling as an official sport in all Hawai`i public high schools.

When it was discovered that there was an efficient and relatively inexpensive method of building practice canoes, TLC garnered \$12,000 in corporate support to build 13 canoes—ensuring one for every public high school on O`ahu. To create public awareness and to generate publicity for the corporate sponsor, the company created “The Tesoro Cup,” a race created specifically to celebrate the launch of this canoe building program. The first race was held in 2000; the second in 2001. TLC organized and publicized this event.



In addition, the company tirelessly lobbied for the sanctioning of canoe-paddling as an official sport by the State Department of Education, securing legislative and departmental support.

The result is the official sanctioning of paddling, entitling hundreds of Hawai`i's youth to participate in this wonderful traditional sport.

This project was performed pro bono with the exception of the production of and publicity for the Tesoro Cup Race, which was funded by the sponsor.