

FITTED®**He Pūko`a kani `āina.***A coral reef that grows into an island.*

A person beginning in a small way gains steadily until he becomes firmly established.

*ON - 932***Aloha e Na hoa a me FITTED Ohana,**

Over the past 15 years we have been blessed with the unique opportunity of planting seeds; seeds that without water, would have never made it passed the germination stages. The community, culture, and individuals, have been the pillars and roof of which this house was built upon. I am writing this letter and sending it to “OUR” community that has supported and believed in the ideas and commentary we have been sharing for a decade and a half. Using this time to reflect and spend needed time with our loved ones as we cook together, eat meals together, laugh together, clean together and above all, love together, the world as well as us here at FITTED, are facing an uphill battle no one was equipped for but is in no way new to humanity. In fact, our ancestors dealt with disease and viruses, post-contact. Although they faired much worse in those days, we are fortunate to have modern medicine, technology, communication and above all, “COMMUNITY”. Hawai`i has a unique geographic advantage to combat many things. In fact, not being boarded next to any other state or landmass gives us control of containment. Relying on our community for labor, food, goods, and services, inspire us to look toward optimism rather than grim peril. Understanding the response on how to combat the COVID-19 virus that is making its rounds, we exercise the newly popular term of “social distancing:” washing hands every 30 min, taking care of the people we love by not passing this virus to our Kupuna, and most importantly, stay indoors if you`re feeling sick!

So while we're all staying pa`a in our homes, we must remind ourselves to look out the window at this beautiful place we are so lucky to call home. It is the color of the sand, the trees, the mountains, the ocean, the rivers, the sky, moments before the sun hits the ocean, the smell as the rain lifts over the mountains. It is our past that inspires us; our present so we make Pono choices so finally the future can live on. Thus, the cycle remains unbroken, and together as one community will prevail.

To our valued community, we have the power to survive because we have the hands to plant seeds! Let`s continue this connection by supporting the backbone of this community in Hawai`i. Tourism is currently our main source of income but with that on hold for the time being, let`s participate when we can to the connective tissue that holds the muscles around the bones. It`s your local coffee shop, restaurant, grocery store, barbershop, salon, local butcher, local retail, local online retail, construction company, local bank, delivery service, farm, farmers market, laundry service, and any other local mom and pops businesses struggling to survive. I strongly believe that with this mindset of Aloha and Kokua we take in our own hands the ability to be sustainable and keep as many people employed and off the system as possible. Aloha served daily is the commentary of this time, the answer has always been ALOHA!!!!

From our `Ohana to yours, stay safe and healthy.

Aloha I kekahi e kekahi, Mālamā aina, Malama Pono

Mahalo, Mahalo, Mahalo

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