



**HALEKULANI SPONSORS PRESENTATION OF W.S. MERWIN: TO PLANT A TREE ON PBS STATIONS
Establishes Partnership With The Merwin Conservancy To Create A Legacy For A Sustainable Future**

FOR IMMEDIATE RELEASE

WAIKIKI, HAWAII – April 8, 2016 – [Halekulani](#), one of the world’s finest and most acclaimed independent luxury hotels, will be the presenting sponsor of the one-hour documentary ***W.S. MERWIN: TO PLANT A TREE***, airing on PBS stations starting April 15 (check local listings). On the heels of the 46th anniversary of Earth Day on April 22, Halekulani has also established an innovative and unprecedented partnership with [The Merwin Conservancy](#) for the purpose of creating a lasting legacy for a sustainable future. The announcement was made today by Peter Shaindlin, Chief Operating Officer of Halekulani Corporation.

“Halekulani has an enduring and steadfast commitment to indigenous arts and culture and, since its inception, has become one of the largest hospitality benefactors in the State of Hawaii. To have the opportunity to collaborate and forge a partnership with [The Merwin Conservancy](#) is an extraordinary honor and privilege for Halekulani,” said Mr. Shaindlin. “This innovative and pioneering partnership will enable us to not only raise awareness and support for [The Merwin Conservancy](#), but to create enlightening and inspiring experiences for our guests at [Halekulani](#).”

W.S. MERWIN: TO PLANT A TREE focuses on the extraordinary life and work of United States Poet Laureate, two-time Pulitzer Prize-winner and environmental activist. Mr. Merwin, who has been accorded almost every major poetry prize, including the National Book Award, has dedicated himself over the last three decades to preserving and regenerating native plants and palms at his home, [The Merwin Conservancy](#), a 19-acre ecological preserve located on the north shore of Maui, Hawaii, that encompasses one of the most comprehensive private collection of palms in the world. ***W.S. MERWIN: TO PLANT A TREE*** is a production of Cicala Filmworks in association with THIRTEEN Productions LLC for WNET.

“What William and Paula Merwin have created is truly a living legacy celebrating the intersection of art and nature, and a steadfast reminder that we are not separate from nature — we are all a part of it,” said Jason Denhart, Executive Director of The Merwin Conservancy. “Through The Merwin Conservancy’s work with great partners like Halekulani, the Merwins — and their message of putting life back into the world — will continue to inspire many generations to come.”

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About Halekulani

Since its inception in 1984 as one of the world's finest and most acclaimed independent luxury hotels, Halekulani has received more than 500 accolades, awards and honoraria. The property was voted Best Hotel on Oahu in *Travel + Leisure's* 500 World's Best Hotels for 2015 and is one of The World's Best Hotels on *Condé Nast Traveler's* 2015 Gold List. Halekulani is home to *SpaHalekulani*, *House Without A Key*, *Lewers Lounge*, *Orchids* and *La Mer*, Hawaii's longest, consecutively ranked AAA 5 Diamond and *Forbes Travel Guide* Five-Star Restaurant. For twenty years, Halekulani has maintained a strong commitment to arts and culture through exclusive alliances with Oahu's most iconic cultural venues. Halekulani is operated by the Hotels and Resorts of Halekulani, a brand management division of the Honolulu-based Halekulani Corporation, which also oversees the Waikiki Parc. Halekulani is a member of The Leading Hotels of the World and is aligned with Japan's legendary Imperial Hotel.

Stay connected with Halekulani via www.halekulani.com, on [Twitter](#) and [Instagram](#) at @HalekulaniHotel or on Facebook at [Halekulani Hotel](#). To share an unforgettable #HalekulaniMoment, visit <http://www.halekulanimoment.com>.

About WNET

WNET is America's flagship PBS station and parent company of [THIRTEEN](#) and [WLIW21](#). WNET also operates [NJTV](#), the statewide public media network in New Jersey. Through its broadcast channels, three cable services (KidsThirteen, Create and World) and online streaming sites, WNET brings quality arts, education and public affairs programming to more than five million viewers each week. WNET produces and presents such acclaimed PBS series as [Nature](#), [Great Performances](#), [American Masters](#), [PBS NewsHour Weekend](#), [Charlie Rose](#) and a range of documentaries, children's programs, and local news and cultural offerings. WNET's groundbreaking series for children and young adults include [Get the Math](#), [Oh Noah!](#) and [Cyberchase](#) as well as [Mission US](#), the award-winning interactive history game. WNET highlights the tri-state's unique culture and diverse communities through [NYC-ARTS](#), [Reel 13](#), [NJTV News with Mary Alice Williams](#) and [MetroFocus](#), the daily multi-platform news magazine focusing on the New York region. In addition, WNET produces online-only programming including the award-winning series about gender identity, [First Person](#), and an intergenerational look at tech and pop culture, [The Chatterbox with Kevin and Grandma Lill](#). In 2015, THIRTEEN launched Passport, an online streaming service which allows members to see new and archival THIRTEEN and PBS programming anytime, anywhere: www.thirteen.org/passport.

About The Merwin Conservancy

The Merwin Conservancy's is a Maui-based nonprofit 501(c)(3) charitable organization with a mission to preserve the living legacy of W. S. Merwin, his home and palm forest, for future retreat and study for botanists and writers, for environmental advocacy and community education. For more information on the organization, its palm forest, and programs, visit <http://www.merwinconservancy.org>

About PBS

[PBS](#), with 350 member stations, offers all Americans the opportunity to explore new ideas and new worlds through television and online content. Each month, PBS reaches nearly 100 million people through television and nearly 33 million people online, inviting them to experience the worlds of science, history, nature and public affairs; to hear diverse viewpoints; and to take front row seats to world-class drama and performances. PBS' broad array of programs has been consistently honored by the industry's most coveted award competitions. Teachers of children from pre-K through 12th grade turn to PBS for digital

content and services that help bring classroom lessons to life. PBS' premier children's TV programming and its website, pbskids.org, are parents' and teachers' most trusted partners in inspiring and nurturing curiosity and love of learning in children. More information about PBS is available at www.pbs.org, one of the leading dot-org websites on the Internet, or by following [PBS on Twitter](#), [Facebook](#) or through our [apps for mobile devices](#). Specific program information and updates for press are available at pbs.org/pressroom or by following [PBS Pressroom on Twitter](#).

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