



## NEWS RELEASE

### FOR IMMEDIATE RELEASE

Wednesday, September 24, 2014

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### **OAHU PUBLICATIONS LAUNCHES URBAN MASH-UP PUBLICATION**

*Metro Honolulu to Debut on October 1*

**HONOLULU** – Oahu Publications, Inc. (OPI), publisher of the Honolulu Star-Advertiser, is launching a new publication called Metro on Oct. 1. The edgy and visually stimulating free community newspaper will be distributed weekly to downtown Honolulu, Nu‘uanu, Kaka‘ako, Manoa and McCully.

“As Honolulu evolves into a more urban place, Oahu Publications felt it necessary to develop a unique publication that caters to the emerging urban lifestyle while meeting the needs of this growing community of vibrant and young business professionals,” said Dennis Francis, OPI president and Honolulu Star-Advertiser publisher. “Metro is the result of a mash-up of Oahu Publications’ connections to thousands of households through our wide array of media.”

(more)

With numerous residential developments underway or planned for the Kaka‘ako and Ala Moana neighborhoods, Metro will highlight and feature urban living. The publication will focus on fashion, food, entertainment, nightlife and business by bringing the best of the digital and print worlds together to target the downtown, Kaka‘ako and Ala Moana workforce. Editorial topics will include Work & Play (business news roundup, new business feature and business Q&A); Speakeasy (behind the scenes look at bars); Gastronome (behind the scenes look at restaurants); Racked (fashion-focused photo spreads, local designer profiles and more); On the Grid Events Calendar (a selection of the top events each week); and Reader Submissions (personal essays, illustrations, Instagram photos and more).

As part of Metro’s launch, OPI has invited local artists to “Rock The Box.” Forty artists were given the opportunity to energize Honolulu by using the Metro newspaper boxes as their personal canvases. In addition to having their art displayed around Honolulu, a selected artist will also win a \$250 cash prize and be featured in Metro.

A total of 32,000 copies will be distributed each week to residences within the following zip codes: 96813, 96814 and 96817. Also, 8,000 copies of Metro will be available in free single copy newspaper boxes and racks in high-traffic locations in the metro area like Jamba Juice, Zippy’s Restaurants, the University of Hawaii, Hawaii Pacific University, Chaminade University and in restaurants, bars and nightclubs.

Readers may also access Metro online at [www.MetroHNL.com](http://www.MetroHNL.com), [@MetroHNL](https://www.instagram.com/MetroHNL) (Instagram), [www.Facebook.com/MetroHNL](https://www.facebook.com/MetroHNL) (Facebook) and [@MetroHNL](https://twitter.com/MetroHNL) (Twitter).

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*Oahu Publications, Inc., is the parent company of the Honolulu Star-Advertiser, Hawaii’s only statewide daily newspaper, and MidWeek, Oahu’s most widely distributed weekly publication. Its Magazine Division publishes 14 community periodicals and in-room resort magazines.*