



COUNCIL for
NATIVE HAWAIIAN
ADVANCEMENT

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NEWS RELEASE

FOR IMMEDIATE RELEASE

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BISHOP MUSEUM AND CNHA ANNOUNCE NEW RETAIL PARTNERSHIP

Collaboration will spotlight Hawai'i-made products and deepen cultural storytelling

HONOLULU, Hawai'i – [Bishop Museum](#) and the [Council for Native Hawaiian Advancement](#) (CNHA) are proud to announce a new partnership to enhance the museum's retail space and elevate its connection to Hawai'i's vibrant creative economy. Beginning July 1, CNHA will assume operations of the museum's current gift shop, *Shop Pacifica*, with plans to refresh the space under a new name and showcase Hawai'i-made and designed products.

"This partnership is a natural extension of our mission to celebrate and perpetuate the rich history and culture of Hawai'i and the Pacific," said **Dee Jay Mailer**, President and CEO of Bishop Museum. "CNHA's deep community ties and commitment to Native Hawaiian businesses make them an ideal partner in strengthening how the museum reflects and uplifts our community."

CNHA brings extensive retail experience through initiatives like [The Mākeke](#) (formerly Pop-up Mākeke) and its recent acquisition of [Nā Mea Hawai'i](#), a long-standing cultural retail institution. Under CNHA's leadership, the museum store will continue to serve visitors in carrying fond memories home while always being a space for cultural exchange and community engagement. Planned experiences include product showcases, creative workshops, and events that reflect the museum's role as a gathering place for learning and connection.

"At its best, retail is a platform for cultural connection and storytelling," said **Kūhiō Lewis**, CNHA of CEO. "We're honored to reimagine this space to highlight our local makers and create authentic experiences for both residents and visitors."

Bishop Museum and CNHA are working together to ensure a smooth handover by July 1.

About Bishop Museum:

The Bishop Museum is Hawai'i's State Museum of Natural and Cultural History and the world's premier institution for Hawaiian and Pacific content. Founded in 1889, the museum houses more than 25 million objects and specimens that celebrate the rich history, culture, and biodiversity of Hawai'i and the Pacific. Through exhibits, research, and education programs, Bishop Museum serves over 200,000 visitors annually and inspires learning across generations. Visit www.BishopMuseum.org to learn more.

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About CNHA:

The Council for Native Hawaiian Advancement is a member-based nonprofit organization dedicated to advancing the cultural, economic, and community development of Native Hawaiians. Through programs focused on business incubation, housing, policy, tourism, and workforce development, CNHA uplifts Hawaiians across the pae 'āina and beyond. Visit www.HawaiianCouncil.org for more information.

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