



NEWS RELEASE

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Special Olympics Hawaii Rolls Out New Fundraiser: The Inaugural Coca-Cola Bottling of Hawaii Truck Pull & Spring Fest

*Companies and groups are invited to form a team and drive support for
Special Olympics Hawaii at the inaugural event on April 5, 2025*

Coca-Cola Bottling of Hawaii Truck Pull & Spring Fest photos:

https://drive.google.com/drive/folders/139uFmAYC9REzIn5t6D7YBF7nt5rs_sMp?usp=drive_link

Credit for all: Special Olympics Hawaii

HONOLULU — Get ready to pull together for a great cause: [Special Olympics Hawaii](https://www.specialolympics.com/hawaii) is gearing up for its latest fundraiser, the Inaugural Coca-Cola Bottling of Hawaii Truck Pull & Spring Fest, which will take place on Saturday, April 5, 2025, at Ka Makana Ali'i. The event invites teams of eight to compete to see who can pull a 40,000-pound Coca-Cola truck 30 feet in the fastest time. Registration is now open at bit.ly/sohawaii-truckpullspringfest.

The Inaugural Coca-Cola Bottling of Hawaii Truck Pull & Spring Fest is a unique challenge that will test strength, teamwork, and determination in an unforgettable experience. Each team is asked to raise a minimum of \$2,000. The event invites the community including (but not limited to) first responders, local businesses, fitness enthusiasts, high school groups, churches, and service clubs to “pull together” to support local athletes with intellectual disabilities. Teams will compete in six different divisions. These divisions include:

- First Responders
- Corporate/Business
- Community
- High School (10 per team)
- Unified High School (5 Athletes/5 Unified Partners)
- Unified (4 Athletes/4 Unified Partners)

Awards will be given for the fastest times in each division, but the true goal is to have fun and embrace the challenge of “pulling for a purpose.” Volunteers will be available to help those who need assistance with pulling the truck or need additional people to complete their team.

Unified teams include individuals with and without intellectual disabilities. All participants, regardless of division, must be at least 14 years of age.

Special Olympics Hawaii Director of Development, Tracey Bender shares, “The truck pull is an opportunity for the community to ‘pull together’ and find their own inner strength—just like our athletes do as they push through challenges both in competition and in everyday life. Whether you’re participating in the truck pull or pulling for your favorite team from the sidelines, your participation helps empower athletes to reach new heights and achieve their personal best.”

In addition to the truck pull, the Inaugural Coca-Cola Bottling of Hawaii Truck Pull & Spring Fest will feature ono food from local vendors, a display of various first responder vehicles, family-friendly activities, live entertainment, and booths showcasing local products and crafts. Admission to the spring fest is free and spectators are welcome.

Mahalo to the title sponsor, Coca-Cola Bottling of Hawaii – The Odom Corporation, the venue sponsor, Ka Makana Ali’i, and the Law Enforcement Torch Run for making this event possible.

Ready to shift into gear and get involved? To register your team, visit bit.ly/sohawaii-truckpullspringfest. To become a sponsor or sign up as a vendor or entertainer, contact Sara Teixeira at events@sohawaii.org.

For more information on Special Olympics Hawaii, please visit sohawaii.org. Special Olympics Hawaii is also on Facebook at facebook.com/SpecialOlympicsHawaii, and on Instagram at instagram.com/sohawaii.

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About Special Olympics Hawaii

Special Olympics is a global movement that unleashes the human spirit through the transformative power and joy of sports, every day around the world. Through programming in sports, health, education and community building, Special Olympics is changing the lives of people with intellectual disabilities solving the global injustice, isolation, intolerance, and inactivity they face.

Founded in 1968, Special Olympics Hawaii has grown and now serves over 6,000 athletes and Unified partners across the State of Hawaii. Through the unwavering commitment of 10,000 volunteers, along with community supporters, corporate partners and foundations, Special Olympics Hawaii delivers 10 Olympic-type sports and over 50 competitions, hundreds of health screenings, and inclusive programming in more than 70 schools annually.

There is never a fee to any athlete or family to participate in Special Olympics programs. Engage with us on: Facebook and Instagram. Learn more at www.sohawaii.org.