



FOR IMMEDIATE RELEASE

Big Brothers Big Sisters Hawai'i New COO Inspires a Brighter Future for Hawai'i's Youth
Reid Hoshide appointed Chief Operations Officer to lead strategic growth and enhance community impact.



Reid Hoshide, Chief Operations Officer of Big Brothers Big Sisters Hawai'i

HONOLULU, HI (September 6, 2024)— Reid Hoshide, the new Chief Operations Officer of Big Brothers Big Sisters Hawai'i, brings over 23 years of business management experience. He has 18 years of small business management as the owner, president, and director of operations for Taco Del Mar in Hawai'i.

"I'm thrilled to have Reid join our team. His strong background in business operations, along with his experience, innovation, and leadership will be a tremendous asset," said **Tyler Kurashige, President and CEO of Big Brothers Big Sisters Hawai'i**. "Reid's expertise will be invaluable as we advance our organization and ensure we maximize our resources to continue to significantly impact the youth we serve."

Reid's dedication to his business extended beyond operations. He enjoyed training and employing over 200 students in their first jobs, helping to shape the next generation of workers. His experience in vendor relations, marketing, and inventory management, as well as his ability to negotiate favorable contracts and develop new revenue streams, have positioned him as an experienced leader in the community.

Reid holds a Bachelor of Business Administration in Finance from Loyola Marymount University and graduated from Punahou High School.

Reid is excited to leverage his extensive experience to support the Big Brothers Big Sisters Hawai'i's mission of serving Hawai'i's youth. His career has been marked by a commitment to excellence, innovation, and leadership, and he is eager to contribute to the community in this new capacity.

About Big Brothers Big Sisters Hawaii

Since 1963, Big Brothers Big Sisters Hawai'i (BBBSH) has helped children facing adversity reach their fullest potential by matching them with caring volunteers in a one-to-one mentoring friendship. Every match is supported by highly skilled case managers each step of the way – assessing, coaching, advising, and guiding – to ensure a fun, safe, meaningful, and long-term friendship. BBBSH is a statewide organization consisting of Big Brothers Big Sisters Hawai'i on O'ahu, Big Brothers Big Sisters of Kaua'i, and Big Brothers Big Sisters of Maui. Each year, the organization serves hundreds of keiki and mentors through meaningful matches. Join us to make a positive difference by volunteering as a mentor, enrolling your keiki, becoming a community partner, or making a donation at bbbshawaii.org.

Media Contact:

Kathy Driver
Community Relations Director
Big Brothers Big Sisters Hawai'i
771 Amana St. Suite 301
Honolulu, HI 96814
808-521-3811
kdriver@bbbshawaii.org