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# Hawaiian Airlines marks Pride Month with macarons

By **Jane Hobson** on October, 1 2019 | Airline & Terminal News



[Hawaiian Airlines](#) and Hawaiian “fast casual” restaurant [La Tour Café](#) are celebrating Honolulu Pride Month with a limited-edition Pride Collection macaron set. The special set will be sold throughout October at all La Tour Café locations in O’ahu, Hawai’i, as well as at the Pride Parade and Festival in Waikiki on October 19.

“We are proud to collaborate with Hawaiian Airlines to celebrate Pride Awareness Month and donate a portion of proceeds to the Hawai’i LGBT Legacy Foundation,” said Trung Lam, CEO of La Tour Café in a press release from the airline dated October 1. “We support their purpose of building a more compassionate environment for all.”

The macaron set includes six rainbow-colored flavors: red velvet (red), mango (orange), lilikoi (yellow), mint chocolate (green), blueberry cheesecake (blue) and grape (purple). For each box sold, La Tour Café will donate \$2 USD to the Hawai’i LGBT Legacy Foundation, which is the organizer of the Honolulu Pride Parade and Festival. According the press release, Hawaiian Airlines Bank of Hawaii World Elite Mastercard will match up to \$10,000 USD donated.

“The Hawai’i LGBT Legacy Foundation has a mission to support, empower, educate, unite and facilitate LGBT organizations and individuals in Hawai’i,” said Will Coleman, chairman of the Honolulu Pride Parade and Festival. “Honolulu Pride is our biggest project of the year and we couldn’t pull it off without the support of our partners like Hawaiian Airlines and the generous donation to be made to the Foundation by La Tour Café through the sale of their Pride macarons.”

As a HawaiianMiles Marketplace partner, La Tour Café will also offer Hawaiian Airlines Bank of Hawaii World Elite Mastercard members four bonus HawaiianMiles and a free macaron with each Pride Collection purchase. All purchasers of the Pride Collection will receive a 10 percent coupon good towards future La Tour Café purchases.

The idea behind the Pride Collection macaron set was conceived by members of Hawaiian Airlines LGBTQA employee resource group, Ha’aheo (the Hawaiian word for Pride).

“We’re always looking for fun ways to work with our partners on opportunities that engage the communities we serve,” said Kevin Fujinaga, manager of retail partnerships at Hawaiian Airlines and Ha’aheo member. “We are truly proud to have La Tour Café join us as a local partner to offer a delicious product with a message of acceptance and understanding.”