



MARIANAS VISITORS AUTHORITY
News Release

Tourism is Everybody's Business!

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ROTA LEADERS TAKE HAFADA I & TIROW PLEDGE

Saipan, Northern Mariana Islands (NMI) – On the heels of a similar signing ceremony in Tinian last week, government and business leaders of Rota are the latest to join the Hafa Adai & Tirow Pledge program, vowing to help promote the indigenous Chamorro and Carolinian cultures of The Marianas.

On Monday (June 21) Mayor of Rota Efraim Atalig led seven other individuals in a pledge ceremony with representatives of the Marianas Visitors Authority (MVA) and Saipan Chamber of Commerce, who jointly operate the pledge program.

“We’re pleased to officially launch the Hafa Adai & Tirow Pledge program in the Luta community, best known as the Friendly Island,” said MVA Managing Director Priscilla M. Iakopo. “Rota is an excellent example of how indigenous Marianas culture remains vibrant and a part of everyday life in family, community, and business.”

Joining Mayor Atalig were Chairman Jim M. Atalig of the 18th Rota Municipal Council, Owner Hiroshi Yamamoto of Rubin Corp., Co-owner Trac Huynh of Blue Palms, Owner Joe Mahusay of J & C Ent., Operations Manager Jackie A. Manglona of Kin & Rit Ent. and Kin & Rit Inc., Operations Manager Rosemarie Taimanglo of Rota Resort & Country Club, and Resident Dept. Head Dean Reynold A. Manglona of the Dept. of Commerce.

The Hafa Adai & Tirow Pledge encompasses the action of “Ta Fan Un Kurason/Sibwe Tipiyeew” (be united), uniting public and private sectors and individuals in a commitment for the preservation and promotion of the Chamorro and Carolinian language, culture, and traditions. The program involves making effort every day to make a difference in the survival of these cultures in one way or another, including taking continuous steps to “go local, look local, and think local” in the areas of language, arts, traditions, history and values. The program welcomes all businesses, organizations, and companies interested in strengthening the core values and traditions of indigenous Chamorro and Carolinian cultures.

The ceremony was also attended by Saipan Chamber of Commerce President Joe Guerrero and Shayne Villanueva, owner of pledge logo designer Roil Soil Clothing.

To take the Hafa Adai & Tirow Pledge, contact the MVA offices on Saipan (info@mymarianas.com), Tinian (vborja@mymarianas.com), or Rota (datalig@mymarianas.com).



Saipan Chamber of Commerce President Joe Guerrero addresses government and business leaders gathered at the Rota Mayor's Office on June 21, 2021, to take the Hafa Adai & Tirow Pledge, vowing to promote the indigenous Chamorro and Carolinian culture of The Marianas.



Eight government and business leaders gather at the Rota Mayor's Office on June 21, 2021, to take the Hafa Adai & Tirow Pledge, vowing to promote the indigenous Chamorro and Carolinian culture of The Marianas.



Mayor of Rota Efraim Atalig, left, and Chairman of the 18th Rota Municipal Council Jim M. Atalig sign the Hafa Adai & Tirow Pledge on June 21, 2021, at the Rota Mayor's Office in The Marianas, vowing to promote the indigenous Chamorro and Carolinian culture of the islands. The pledge program is open to all interested businesses, organizations, and individuals.



Government and business leaders gather at the Rota Mayor's Office on June 21, 2021, to take the Hafa Adai & Tirow Pledge, vowing to promote the indigenous Chamorro and Carolinian culture of The Marianas. The pledge ceremony was also attended by representatives of the Marianas Visitors Authority and Saipan Chamber of Commerce, joint organizers of the program.

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