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Contact: Liberty Peralta
Email: lperalta@pbshawaii.org
Phone: 808.973.1383

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Tech marketer Guy Kawasaki to appear on PBS Hawaii's 'Long Story Short with Leslie Wilcox'

HONOLULU, HI – Tech evangelist and social media maven Guy Kawasaki will be featured on a new **Long Story Short with Leslie Wilcox**, premiering Tuesday, January 12 at 7:30 PM on PBS Hawaii.

Kawasaki was born and raised in Kalihi and now lives in Silicon Valley. He is the Chief Evangelist for Canva, an online graphic design tool, and was the Chief Evangelist at Apple Inc. in the 1980s. Kawasaki has written 13 books and has more than 1.4 million followers on Twitter.

The interview was taped in September, when Kawasaki was on Oahu for the funeral of his father, former state senator Duke Kawasaki.



Guy Kawasaki

“He did not believe in taking crap from anybody,” Kawasaki said about his father. “I would say that is something he probably passed on to me.”

A graduate of Iolani, Stanford and UCLA, Kawasaki said all Hawaii students should strive to attend college out of state, “if they can afford it and if the situation works out,” he said.

“It is an eye-opening experience,” Kawasaki said. “It increases your perspective, it increases your horizons, it increases your expectation for life. And I think that if you only stay in one place, you judge things, you judge yourself in only one context. And that’s not enough.”

Kawasaki continued: “You could start a company. You don’t have to go work for just a hotel or just for a store in Ala Moana Center. So that opened my eyes. And I never looked back.”

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