



Háfafa Adai Pledge Kids learn about love of culture

The Guam Visitors Bureau (GVB) welcomed local pre-school and elementary-aged students, along with a kid friendly business, Guam Sitters, as the newest members of the Háfafa Adai Pledge Kids (HAP Kids) program. A love-themed event on Saturday, Feb. 10 at the Bonita Baby Store in Háfafa. The children learned ways to show love for their unique Chamorro culture and their beautiful island. They also learned to practice saying “Háfafa Adai” everyday. Back row, from left: **Nico Fujikawa**, GVB Acting Director of Tourism Research, with son **Knox**; **Senator Régine Biscoe Lee**, 34th Guam Legislature; **Nina Lee**; **Molly Snyder**; **Raenate Santos**, Guam Sitters Owner; and **Natalia Calibuso**. Front row, from left: **Mia Lee**; **Max Snyder**; **Avé Benítez**; **AuraLorae Camacho**; **Lola Mendiola**; and **Kateryna Calibuso** stand proudly after taking the Háfafa Adai Pledge.



Tourism works for **Let's Ride Guam**. Opening its doors in Tamuning a little less than a month ago, Let's Ride Guam is a business born from a longtime friendship between Joey Crisostomo Jr. and Justin Cruz. Jump on and hit the trails with this adventure!

LIVING THE HÁFA ADAI PLEDGE: Jesse Rosario

Boka Box

Jesse Rosario is the owner of the fresh family-run café, Boka Box and has been teaching fitness and nutrition for more than 15 years. The Boka Box aims to change health on Guam by providing convenient, delicious and nutritious meals made from natural and wholesome ingredients while educating and supporting a healthy lifestyle among local community members.



“I work to keep the Háfafa Adai spirit alive in our business so our customers feel welcomed and comfortable when they step into the shop. A warm Háfafa Adai and a bright smile can do so much to brighten up a customer’s day,” shared Jesse.

He added, “Culture has been embedded in me, and my business reflects my personality. I believe that Guam’s hospitality is the reason people return to the island and why customers continue to patronize certain businesses. When customers feel welcome and part of your family, they will want to keep coming back.”

Jesse promotes eating the way his Chamorro ancestors use to eat – eating wholesome foods and living off the land, sea and sky. Boka Box creates delicious and healthy meals for its customers and reassures them that they don’t need to give up foods they love or grew up eating. For example, each Friday, Boka Box prepares home-cooked traditional dishes made with healthier ingredients as part of its “Háfafa Friday” menu.

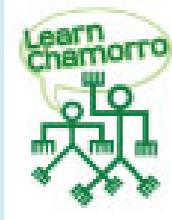
According to Jesse, there are some challenges to living a healthy lifestyle in a culture with such “rich

traditions’.

“The biggest challenge is helping customers to avoid eating rice, a Guam staple, with every meal. We don’t use any grains in our meals.” he said.

Boka Box uses a lot of squash, red potatoes, taro, and sometimes breadfruit in their meals, ingredients that have more nutrition than rice. Boka Box focuses on preparing healthier, more nutritious foods than customers are used to eating.

Jesse shared his secret for balancing it all: “Stay true to the culture. Respect and hospitality will take you a long way. When you show respect and are nice to your customers, they will give that right back to your business.”



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