



**FOR IMMEDIATE RELEASE**

March 19, 2021

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**Hawaiian Solar President Brings the Spirit of Aloha to Skid Row**

Perhaps it is Ken Bloom's ties to Southern California, or because he knows the plight of having no home, or maybe it is because someone gave him a chance that makes him want to help others. Ken is the President of Hawaiian Solar in Hawaii. He graduated from San Jose State University in 1971. In 1976, he built his own 31 ft. trimaran sailboat with zero sailing experience and departed Santa Cruz, California, for the Hawaiian Islands. With \$8 in his pocket, Ken sailed off into the sunset for the 2500-mile trek. After a year of bumming around the islands from one anchorage to another, he decided to get back onto dry land and figure out what to do with his life. In August of 1977, he stumbled upon a newly opened Solahart office, and it was not long before the Hawaii state distributor gave Ken the dealership for the Big Island. Forty-four years later, there are over 6000 solar installations on the Big Island.

When Ken saw news coverage about homelessness in Los Angeles, he knew he had to do something to help people living on the streets. He heard about The Midnight Mission from Norm Harris of Norman's Rare Guitars. Norm Harris has been a long-time friend and supporter of The Midnight Mission.

"Norm Harris of Norman's Rare Guitars made me aware of TMM last year, and I made a few donations. I learned that TMM was far more than just a place that handed out meals to homeless people; it was a place that offered job training, education, etc., and helped people get back into society and restored HOPE! When I saw Norm auctioning off a guitar to benefit TMM, I couldn't resist. I won! And I won the next one, too. Realizing the last thing I need is more guitars, I suggested to Norm that I buy one guitar each month for a "*Guitar of The Month Auction*," benefitting TMM. The first *Guitar of The Month* will be on the auction block shortly. It is a reissue of a Gibson 1957 Les Paul Goldtop. It is a lovely instrument any guitar aficionado would be proud to own. So, get in the game, and run up the dollars for TMM."

Ken and his wife believe you cannot take it with you and have made it their life's mission to help as many people as possible. It is heart-warming to see people from out of state trying to do what they can to help TMM battle the alarming homelessness crisis in Los Angeles.

**About The Midnight Mission:** Founded in 1914, The Midnight Mission offers paths to self-sufficiency to men, women and children who have lost direction. Our emergency services and 12-step recovery, family living, job training, education, and workforce development programs offer a compassionate bridge to achieve and maintain healthy, productive lives. We remove obstacles and provide the accountability and structure that people who are experiencing homelessness need to be productive in their communities. Our conviction and commitment to their success define us. For additional information, please visit [www.midnightmission.org](http://www.midnightmission.org).