



**LIVE
LIKE A
GODDESS**



EXPLORE WHAT'S OUT THERE LIKE PELE



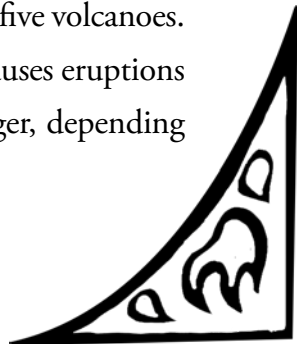
NAME: PELE

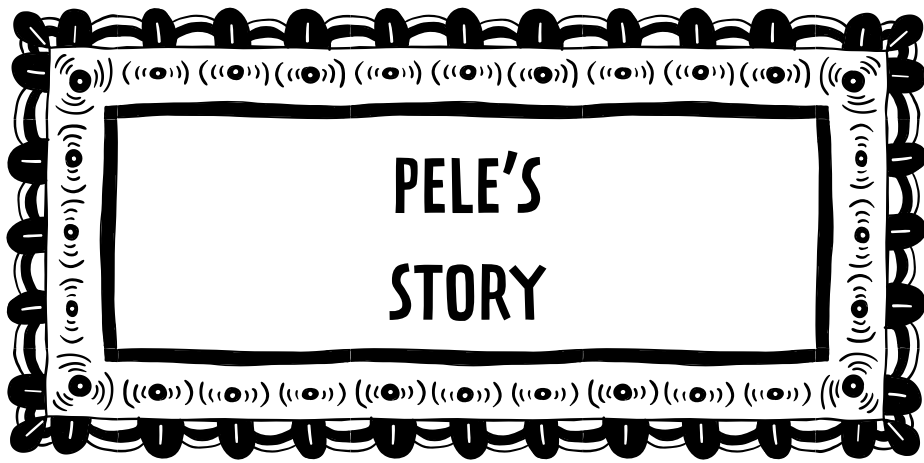
ALSO KNOWN AS KA WAHINE 'AI HONU A OR MADAM PELE

*Feeling stuck in a rut or just desperate
to try something new? Find inspiration from
Pele's own adventure.*

WHO IS PELE?

Pele is the Hawaiian goddess of volcanoes and fire. She is the daughter of the mother goddess Haumea and, depending on which version of her story you read, the sky god Kāne-milo-hai or the sea god Kū-waha-ilo. Pele is also believed to have founded the early civilisations of the Hawaiian Islands, which explains why Hawai'i has more volcanoes than anywhere else. Today she is still said to live in Kīlauea, the most active of Hawai'i's five volcanoes. Pele is an unpredictable deity who either causes eruptions or warns humans of their impending danger, depending on her mood.



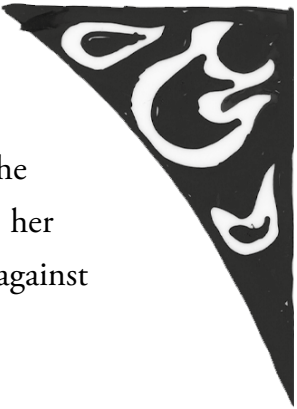


PELE'S STORY

The young goddess Pele lived alongside her mother, Haumea, and father, Kū-waha-ilo. Although she loved her parents dearly, as the years passed, she could not help but grow curious about the world beyond their home. She spent her days dreaming of far-off lands and imagining the places she may one day go. Finally, her desire to explore grew too large to be contained and she approached Kū-waha-ilo with her plans.

‘Father, will you give me a boat so that I might travel the seas and discover what else exists out there?’ Pele asked.

‘I would consider your request, but what of your little sister’s egg? After all, you made a promise to care for it until her birth,’ Kū-waha-ilo replied, nodding at a large egg in which the unborn goddess Hi’aka slept.



Pele had already considered this, and she lifted the egg in her arms, wrapping it in her long skirts so that it lay warm and safe against her body.

‘Don’t worry, Father, I will keep her with me until the time comes for her egg to hatch.’

Finding no other reason to object, Kū-waha-ilo conceded to his daughter’s request.

‘Go to your brother Kamohoali’i and on my instructions, he will build you the boat you desire.’

So, Pele did just that. Eagerly, she watched as Kamohoali’i assembled a canoe with strong sails made from matted palm leaves, large enough to hold food for many weeks.



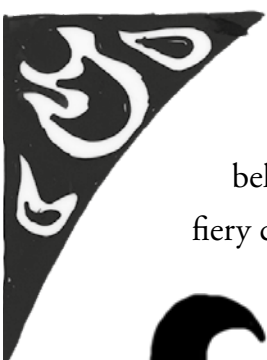
While she waited, her brother asked her where she would go. But Pele could not provide a single answer because she planned on going everywhere. Finally, when the canoe was complete, the young goddess bid farewell to her family and boarded her vessel, ready to set sail.

First, Pele navigated her ship through the Society Islands, beginning with Bora Bora. Next, she visited the ancestral islands of Kuai-he-lanai, Kane-huna-moku and Mokumanamana.

Along the way, she met Queen Kaoahi of Ni'ihau and passed a few happy days with friendly conversation. When Pele landed on the island of Kaua'i, she marvelled at the sprawling gardens and magnificent array of plants that sprouted from the rich volcanic soil, many of which she had never encountered before. This place, she thought, would make a beautiful home.

Along with her other supplies, Pele had brought with her a magical wooden staff known as Pa'ao. The staff served as a useful digging tool, and so she struck the earth of Kaua'i hoping to carve a home for herself. When she dug down





below the ground's surface, she reached the fiery centre and revelled in its warmth.

However, as she continued to dig along the island lowlands, water began to rush into the channels she had created, extinguishing the fire's heat. The island's warmth could not match the strength of the thrashing ocean that surrounded it. The firepits Pele had hoped to fashion dwindled quickly and instead of flames, only steam rose from the sand. It was then that she knew she must carry on her journey.

Returning to her vessel, Pele continued to sail between the Hawaiian Islands until she

reached the island of Hawai'i itself. This island was the largest of the archipelago and home to a ferocious volcano known as Kīlauea, which is still active today.

Once again, Pele used Pa'ao to dig deep down into the core of the mountainside and release the fire within. Although the ocean tried to quell the heat she released, the strength of Kīlauea was too great. That was when Pele knew she had found what she had been looking for. And so, it seemed, did her little sister, for it was here that Hi'aka's egg hatched, joining Pele in their new home. Slowly but surely, Pele built a splendid palace of fire on the island as her home, while Hi'aka settled in a grove of lehua trees. Finally, when Pele was satisfied with her work, she invited the rest of their brothers and sisters to join them in the beautiful home she had found thanks to her adventure.



BE MORE LIKE PELE

The world has more to offer than it is possible to imagine. You don't even have to sail far from home to discover what is out there. Embracing your sense of adventure or curiosity, like Pele did, could mean visiting a new city or travelling abroad, but it could also mean experimenting with a new hobby or visiting a local attraction you've never been to before.

It is perfectly possible to expand your own world from your own bubble. Join a book club, and you might meet new people. Sign up to an online course, and you could discover an untapped passion. Volunteer with a local organisation, and you might find a new purpose. You don't have to go far to eat new food, try new things or marvel at the beauty of nature.

You might learn of even more places you'd like to go, or simply return home with a new appreciation of where you came from and full of stories about what you've seen. Just remember to prepare ahead like Pele did, whether you need a canoe or just your trusty backpack.

