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Press Release

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New State Effort Encourages Residents to Buy Local and be "Alaska Loyal"

(Anchorage, AK) – Alaska's unique lifestyle and business environment is north of extraordinary, and our entrepreneurs are some of the most creative and talented people found anywhere. That's why the Department of Commerce, Community, and Economic Development (DCCED) is launching a loyalty and awareness campaign October 2 to promote locally made, grown and developed products. Called "AK Loyal," the campaign will promote Alaska's brands: Made in Alaska, Buy Alaska, Alaska Grown, Alaska Silver Hand, Alaska Seafood: Wild, Natural and Sustainable Seafood and Alaska tourism's Beyond Your Dreams, Within Your Reach. The effort also will support the buy local campaigns already underway in many Alaska communities.

"We want to create loyalty for all of Alaska's products and services," said Susan Bell, DCCED commissioner. "So whether it's kitchen cabinets or cozy fleece liners for your Xtratufs, hand-made seal skin parkas or hand-crafted toiletries harvested from the tundra, AK Loyal sends the message that it's important to support our entrepreneurs, our business community, and to diversify our economy."

To help spread the message, the campaign will include a radio ad and a new Facebook page – www.facebook.com/AlaskaLoyal, so Alaskans can share their pride in the greatest state in the country and discover the huge variety of products made right here in the 907. "Like" it for regular updates, and to share your Alaska Loyal stories.

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“The campaign emphasizes that the purchase of locally-made products energizes Alaska’s economy. Buying products made in Alaska, supporting the people who make them, and embracing the lifestyle of the north is what we call **AK Loyal**,” said Bell. “I’m Alaska Loyal. Are you?”

The mission of the Department is to promote a healthy economy, strong communities, and protect consumers in Alaska. The 58-person Division of Economic Development works closely with the private sector and other agencies within the department including the Alaska Seafood Marketing Institute, Alaska Industrial Development and Export Authority, and the Alaska Railroad. For more information about the department, visit www.commerce.alaska.gov.

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