

Julie Anderson
Commissioner

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Department of Commerce,
Community, and
Economic Development

Anchorage, Alaska

STATE OF ALASKA

PRESS RELEASE

For Immediate Release

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COVID-Safe Travel Promotion and Marketing Grant Program Launch

Friday, April 30, 2021 (Anchorage, AK) – The Alaska Department of Commerce, Community, and Economic Development (DCCED) Division of Community and Regional Affairs (DCRA) is pleased to announce the launch of the COVID-Safe Travel Promotion and Marketing Grant Program. DCCED invites nonprofit entities engaged in tourism marketing and promotion to apply no later than 4:30 p.m. on Monday, May 10, 2021.

“Promoting travel is essential to the state’s economy,” **said Julie Anderson, DCCED Commissioner.** “The COVID-Safe Travel Promotion and Marketing Grant Program is an exciting opportunity for our nonprofits to get the funds they need to make a huge difference for their community, its businesses, and the state’s economy as a whole.”

This is a competitive, multi-award grant opportunity for the rapid-deployment of marketing campaigns promoting Alaska as a COVID-safe travel destination for the Summer of 2021. Promotions may be marketed toward in-state travelers as well as independent travelers in national and international markets.

Four levels of grants will be awarded, ranging from \$100,000-\$3,000,000, with a total of \$10 million available.

Qualifying nonprofits should submit proposals to promote Alaska as a COVID-safe travel destination, encourage Alaskans to get out and explore the State, and increase awareness of vaccine availability in national and international independent travel markets.

For more information about this grant and to access the application, please visit <https://www.commerce.alaska.gov/web/dcra/>.

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