



Media Release  
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## **Alaska in Tokyo, Japan**

This week World Trade Center Alaska will unveil a creative Alaska promotion at the World Trade Center Tokyo complex, at Hamamatsucho in downtown Tokyo, which includes a train station and the Tokyo monorail station.

The backlit display of four panels aims to further stimulate Japan's ties with Alaska. The four panels promote trade, seafood, the state's positive business and investment climate, and its attractiveness as a visitor destination. The busy location provides significant exposure to the city's professionals. "With access to thousands of commuters every day, even if only one in a hundred takes notice, we're reaching a lot of people," said Gregory Galik, president of Aadland Flint, the Alaska marketing group behind the campaign.

The campaign is the result of cooperation between several Alaskan organizations involved with promoting Alaska in overseas markets: the World Trade Center Alaska (WTCAL), the Alaska Seafood Marketing Institute, the Alaska Travel Industry Association, and the Governor's Office of International Trade.

Alaska Governor Sean Parnell appreciates the long standing ties of trade, investment and tourism between Japan and Alaska. "Attracting investment from a major trading partner like Japan is important to Alaska," Parnell said. "Japan's trade and investment boost our economy and provide jobs for our families."

Greg Wolf executive director of the World Trade Center Alaska said, "We're investing in tight times. I'm excited that in this climate we have nonetheless brought together formidable partners with the same vision – increasing Japan's trade and tourism dollars to Alaska." He said that the promotion effectively taps into Asian heritage by focusing on four strong values: Serenity, prosperity, purity and nature.

The project is being funded as part of a state grant to the World Trade Center to promote trade. The display will be at the Tokyo World Trade Center complex for 12 months and is the second of four such displays planned for Asia. A similar standing display was located in the Taipei World Trade Center in 2006; other displays are planned for China and Korea.

### ***About World Trade Center Alaska***

*World Trade Center Alaska provides international trade and business services to members and community partners across the state. Its mission is to assist Alaskans to successfully compete for trade and investment in the global market place. WTCAL is a private non-profit membership organization. It was established in 1987. For more information visit the website: [wtcak.org](http://wtcak.org), or call +1 907 278-7233.*



Today, Alaska's four-panel, back-lit, display was unveiled in downtown Tokyo. The signs promote trade, Alaska's high quality seafood, Alaska as a tourism destination, and the state's positive business and investment climate. More than 100,000 commuters pass through the building on a daily basis. (Note: Photos were taken in the late evening so that clear shots could be taken without large crowds present.) The signs will be on display for 12 months.