



News Release

ACVB Invites Web Visitors to Share Larger-than-Life Stories on BigWildLife.net

Anchorage, Alaska – Feb.2, 2007 – The Anchorage Convention & Visitors Bureau (ACVB) has launched an interactive Web site -- BigWildlife.net, featuring the city's new brand and highlighting the abundance of activities available year-round in Anchorage. The goal is to provide a venue for Web visitors to participate in the brand. The brand, Anchorage Big Wild Life™, was unveiled Wednesday, Jan. 31, 2007 at the Anchorage Economic Development (AEDC) luncheon in front of more than 1,100 civic leaders and members. The Municipality of Anchorage, ACVB and AEDC developed the brand during a year-long process with two advertising agencies by conducting research and holding public forums.

The Web site, BigWildLife.net, explains how Anchorage residents work and play in what visitors describe as an amazingly beautiful and wild setting. A typical weekend in Anchorage for many residents includes a bounty of activities including summer fishing for wild Alaska Salmon at Ship Creek, hiking Flattop Mountain, sightseeing, snowmobiling, skiing or taking in the unique culture, art and world-class theatre. Several residents have shared their stories of adventure on BigWildLife.net. The stories explain how Anchorage is a city they choose to live because it's a special place like no other, surrounded by beauty while offering plenty of urban amenities. Residents also describe how they lead a life that's bigger and a little wilder than most.

"The Web site includes breathtaking imagery to portray Anchorage's big wild life, its spectacular views and exciting activities. It's all about how we live, work and play the brand," said Lisa Emery, ACVB Webmaster and Internet editor. "The Web site is a

tremendous resource explaining what the brand is, how we got here and provides links directly to the ACVB, the AEDC and the Municipality of Anchorage. It's designed to appeal to residents and visitors of all ages as well as the business community."

BigWildLife.net is inviting more residents and visitors to submit their own exciting stories about life in Anchorage. Ten stories will be chosen monthly. Winners will get an Anchorage Big Wild Life T-shirt or adventure kit.

"The only requirement is that the stories are true, creative and fun," said Emery. "We're interested in hearing stories explaining why visiting and living here allows us to enjoy wild and larger-than-life lifestyles."

The Anchorage Convention & Visitors Bureau's mission is to attract and serve visitors to the Municipality of Anchorage. ACVB's marketing functions are funded by one-third of the bed tax collected by the lodging association. One-third goes to the Municipality's general fund and one-third goes to the Dena'ina Civic & Convention Center construction project. ACVB receives no state or federal funds. For more information, explore www.Anchorage.net.

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