



## News Release

### **ACVB Gives Anchorage.net a Facelift to Reflect City's New Brand**

Anchorage, Alaska – Feb.2, 2007 – The Anchorage Convention & Visitors Bureau (ACVB) has redesigned its award-winning Web site, [Anchorage.net](http://Anchorage.net), to correlate with the brand. The site highlights what makes Anchorage unique, including wildlife viewing opportunities, awe-inspiring scenery and epic adventures. It also expands the site's functionality by including trip planning tips, hot specials, trip packages, itineraries and local events.

"Now, the site exposes more content and ensures the most important features are interactive and accessible," said Emery.

[Anchorage.net](http://Anchorage.net) keys in on what the city's brand is all about. In addition, the site features programs ACVB continues to build upon, including the [49thReel.com](http://49thReel.com), which showcases offbeat and colorful podcast stories of activities, events and life in Anchorage as well as Southcentral Alaska.

"The redesign gives [Anchorage.net](http://Anchorage.net) a facelift while incorporating the elements that came out of the city's branding efforts," said Emery. "It allows visitors and residents to have a place on ACVB's Web site to share stories of what it's like to experience epic adventures and live a big wild life," she said.

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](http://www.Anchorage.net).

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