

Below is a recommended template to format your email to your House representative. Please note, fields in **RED** are to be customized by you with your relevant information. Then, just cut and paste into your own email. Thank you!

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Dear [Insert your Alaska State House Representative's name here \_\_\_\_\_],

As a member of the Alaska Travel Industry Association (ATIA), the state's leading nonprofit membership-based trade organization for the travel industry, we respectfully ask your support of **Senate Bill (SB) No. 194: An Act creating the Alaska Tourism Marketing Board (ATMB)**.

**SB194 is up for consideration in the House.** With your vote of support, this legislation will establish a new Alaska Tourism Marketing Board supporting continued collaboration between private industry and the Department of Commerce, Community and Economic Development (DCCED) and including industry expertise to inform a successful tourism marketing plan for Alaska.

**[ADD A PERSONAL TOUCH HERE!]**

Private industry input to Alaska's tourism marketing plan is critical to the success of my [insert name of your business and/or community here].

Through industry, the ATMB will be well informed on market trends and strategies to continue to promote Alaska as a top quality destination.

SB194 has been heard by members of the Senate Finance and House Labor and Commerce and Finance Committees. This dialogue with legislators has resulted in legislation ensuring accountability to the Alaska Legislature, administration and to the businesses and communities that rely on a vibrant Alaska tourism industry.

**Thank you for your service and for your support of Senate Bill 194.**

**YOUR NAME HERE**

**YOUR BUSINESS / EMPLOYER HERE**