



**FOR IMMEDIATE RELEASE**  
**July 26, 2021**

**Media Contacts:**

Sarah Leonard  
Alaska Travel Industry Association  
sleonard@alaskatia.org  
(907) 646-3306

Jennifer Thompson  
Thompson & Co. PR  
jennifer@thompsonpr.com  
(907) 561-4488

## **ATIA Foundation Bolsters Pandemic Recovery Efforts with Support from Royal Caribbean Group**

**More than 65 Alaska tourism businesses and community organizations receive grants**

**ANCHORAGE, ALASKA** — Royal Caribbean Group and the Alaska Travel Industry Association (ATIA) Foundation have partnered to assist more than 60 tourism businesses and community organizations in their pandemic recoveries.

With funding coming from Royal Caribbean Group, the ATIA Foundation accepted grant applications from businesses and nonprofits across the state and is currently awarding more than \$745,000 to over 65 of them. Recipients include small tourism businesses, such as Sitka Bike and Hike and Chilkat River Adventures as well as organizations supporting community needs, like Fairbanks Community Food Bank, Sunshine Station Child Care and Huna Heritage Foundation.

“Even as tourism rebounds, communities that rely heavily on the industry have struggled to pull out of a nearly two-year pandemic-induced drought,” ATIA President and CEO Sarah Leonard said. “It’s really something seeing our partners at Royal Caribbean Group step up and support them.”

Depending on their applications, grant recipients will see anywhere from \$3,000 to \$75,000 between July and November and are able to put the money toward immediate needs, like staffing or equipment.

“Alaskans are known for coming to the aid of their neighbors and we understood the importance of being there for the community in a time of need,” said Wendy Lindskoog, Royal Caribbean Group’s associate vice president of Government Relations, Alaska. “Even as we start

up cruising in July, a partial season cannot make up for the losses over the last 16 months. We knew we had to find the resources to help local businesses and non-profits supporting the well-being of Alaskans.”

“These grants will mean a lot, not just to tourism businesses and their employees, but also to their friends and neighbors,” Leonard said. “It’s about lifting up the whole community. Partnerships with organizations like Royal Caribbean Group on important and thoughtful initiatives show the unity and power of the Alaska tourism industry and what can be accomplished when we work together.”

### **About Royal Caribbean Group**

[Royal Caribbean Group](#) is the operating business name for Royal Caribbean Cruises Ltd. Royal Caribbean Group is the owner and operator of three global cruise vacation brands: [Royal Caribbean International](#), [Celebrity Cruises](#), and [Silversea](#) Cruises. Royal Caribbean Group is also a 50% owner of a joint venture that operates TUI Cruises and Hapag-Lloyd Cruises. Together, our brands operate 59 ships with an additional 15 on order as of March 15, 2021. Learn more at [www.royalcaribbeangroup.com](http://www.royalcaribbeangroup.com) or [www.rclinvestor.com](http://www.rclinvestor.com).

### **About the Alaska Travel Industry Association**

The Alaska Travel Industry Association, Alaska’s leading statewide nonprofit membership association for the travel industry, promotes Alaska’s tourism industry as an economic contributor while providing statewide marketing resources, education opportunities and advocacy to members. ATIA has long managed Alaska’s destination marketing program: Travel Alaska. The ATIA Foundation is a non-profit 501(c)3 that supports programs that educate and enhance the quality of Alaska’s visitor industry and educates the general public regarding tourism. For more information, visit [www.alaskatia.org](http://www.alaskatia.org).

# # #

*Alaska’s leading statewide nonprofit membership organization for the Alaska travel industry.*

610 E. 5<sup>th</sup> Ave., Ste. 200  
Anchorage, AK 99501  
O 907.929.2842  
F 907.561.5727  
[AlaskaTIA.org](http://AlaskaTIA.org)