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# AEDCconnections

The Newsletter Of  
Anchorage Economic  
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Corporation



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AEDC  
Anchorage Economic

## Diamond Investor Spotlight



# GCI Goes Hollywood

Peerless cell phone coverage has its advantages. Ask the cast and production crew from the movie *Everybody Loves Whales* starring Drew Barrymore, John Krasinski, Dermot Mulroney and Ted Danson. GCI was the exclusive Alaska telecommunications company for the production providing cell phones, Internet, and office phones for the cast and crew of this major motion picture. The movie is based on an attempt to rescue three gray whales trapped by sea ice near Barrow in 1988.

Because of GCI's coverage across Alaska, they were a perfect fit, as the crew worked throughout the state. Actor Dermot Mulroney said in an online interview, "It's a huge cast with tons of scheduling. It's a real producers' movie, in a lot of ways, 'cause there's so many elements." The relationship provided GCI with daily challenges but also had its benefits.

GCI was given permission to shoot commercials on the set of the film in Anchorage. The commercials demonstrated a GCI cell phone helping a harried production assistant to navigate through the myriad challenges to be conquered during a shoot of a major motion picture.

An opportunity which led to a unique and humorous challenge for GCI.

While GCI's crew was shooting their spots, the movie production was taking place simultaneously at the same location. Complications arose when the film crew ate the snacks that were set out as a prop for one of the GCI commercials. The GCI crew didn't want to appear rude, when the movie production company was generously allowing them to film on the set, but they also needed the food for the shoot. In the end, the crew managed to save the food table without ruffling any feathers. Only in Hollywood, and now Alaska.

Rochelle Marshall, GCI director, commercial marketing, said the crew enjoyed the wonderful service from GCI. "I hope in some way, that we contributed to the success of the movie. We're proud to be a part of that."

