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Referred: State Affairs

1 IN THE HOUSE

BY METCALF AND SASSARA

2 HOUSE CONCURRENT RESOLUTION NO. 25

3 IN THE LEGISLATURE OF THE STATE OF ALASKA

4 SIXTH LEGISLATURE - FIRST SESSION

5 Relating to the promotion of the Alaska
6 tourist industry by the preparation of
7 a color movie.

8 BE IT RESOLVED BY THE LEGISLATURE OF THE STATE OF ALASKA:

9 WHEREAS Alaska's growing tourist industry is providing increased employ-
10 ment and income for the economy of the state; and

11 WHEREAS it is highly desirable to further promote and increase tourist
12 traffic to Alaska by means of effective advertising; and

13 WHEREAS the use of a color movie is an extremely effective way of
14 creating interest on the part of the potential tourist public;

15 BE IT RESOLVED that the Governor is respectfully requested to direct the
16 Department of Economic Development, in cooperation with the Department of
17 Fish and Game, to prepare a color movie briefly portraying the outstanding
18 tourist attractions of all major cities in Alaska, a cross section of remote
19 village life, important industrial activity, and the marine highway system;
20 and be it

21 FURTHER RESOLVED that this film be made available for free showing to
22 the public on ferries during the summer tourist season, and for free loan
23 to tourist agencies, fraternal associations, church groups, and to any fair
24 or public exhibit in this state or any other state, or in foreign countries
25 which have frequent contact with the potential tourist public, upon formal
26 request and upon payment of the necessary transportation costs of the film.

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