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Explore Fairbanks Names Jerry Evans Public Relations Manager

Fairbanks, Alaska (AK) - Jerry Evans has joined Explore Fairbanks as Public Relations Manager. Jerry, who was born and raised in Fairbanks, is a 30-year veteran of Fairbanks broadcasting and media, and was recently inducted into The Alaska Broadcaster's Association Hall of Fame. Prior to his first stint in radio, he spent four years as a military photographic specialist.

"Jerry's extensive knowledge of media and public relations will greatly benefit the mission of Explore Fairbanks," noted Amy Geiger, Director of Communications at Explore Fairbanks. "A large part of his job will be working with visiting writers and media to help them understand and appreciate the true Fairbanks experience. It's something he's perfectly suited for."

Jerry's pride in Fairbanks is reflected in his countless volunteer hours for local non-profits. Since 1983, Jerry has been assisting people doing good things in our community, from coaching to emceeing, to promoting to volunteering; he is always willing to help. In 2013-14 he was the Campaign Co-chair for The United Way of the Tanana Valley. It's the type of commitment to our community that Explore Fairbanks values. Jerry's wife of 22 years, Dana, is the Principal at Barnette Magnet School and their son Skyler is a student at UAF studying mathematics.

"I can't think of a more perfect position for me," says Jerry. "Introducing people to, and showing off the wonders of Interior Alaska, the place I call home. Heck, that's something I've been doing my whole life."

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About Explore Fairbanks

Explore Fairbanks is a non-profit marketing organization whose mission is to be an economic driver in the Fairbanks region by marketing to potential visitors and optimizing the visitor experience. Explore Fairbanks markets Fairbanks as a year-round destination by promoting local events, attractions and activities to independent travelers, group tour operators, travel agents, meeting planners and the media. Find out more at explorefairbanks.com.