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Over \$20,000 Raised at Fourteenth 'Walk for Charity'

Fairbanks, Alaska (AK) – The Fourteenth Fairbanks Visitor Industry Walk for Charity was held on Friday, May 13, 2016. Families, friends, and community groups gathered to walk and eat to support local non-profits. The 548 walkers raised money for 51 registered local non-profits. The total raised for 2016 is \$20,069. All proceeds will be distributed to the designated 501 (c)(3) charities.

Since 2001, the Fairbanks-area Walk for Charity events have raised nearly \$335,000 for local non-profits. The event is coordinated by Explore Fairbanks and the Fairbanks Chapter of the Alaska Travel Industry Association with generous donations from Alaska Cruise Association/CLIA Alaska, the Alaska Travel Industry Association Foundation and Alaska Airlines.

"The final tally is exciting," said committee member Kathy Hedges. "The amount of money raised and the number of participating walkers are indicators of the wonderful support charities have in our community."

The visitor industry is Alaska's second largest industry, employing more than 30,000 people. Travel businesses large and small are intimately involved in their communities, supporting local charities with financial contributions, auction items, door prizes, volunteers, and more.

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About the Explore Fairbanks

Explore Fairbanks is a non-profit marketing organization whose mission is to enhance the quality of the visitor experience and to contribute to the economic well-being of the Fairbanks region by marketing to potential visitors. 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 www.explorefairbanks.com.