



*For Immediate Release: April 12, 2016*

**FOR MEDIA CONTACTS ONLY:**

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## **Fairbanks Visitor Industry to Sponsor 14th 'Walk for Charity'**

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*Fairbanks, Alaska (AK)* – The Fairbanks Visitor Industry is organizing the 14th 'Walk for Charity' to be held on Friday, May 13, 2016. Families, friends and community groups are invited to sign up to walk and eat to support local non-profits. Registered walkers will meet on May 13th between 5:30 and 6 P.M. in the Immaculate Conception Church parking lot and follow a course that will take them through downtown Fairbanks. The walk, nicknamed the '4k Graze,' will finish at the Morris Thompson Cultural and Visitors Center (MTCVC) where participants will enjoy more food, desserts, music and prizes.

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. Team and individual walkers can register online at [www.explorefairbanks.com/charitywalk](http://www.explorefairbanks.com/charitywalk) through Sunday, May 8. On Monday, May 9, between the hours of 3 and 7 P.M., registrants must pick up their bibs at the MTCVC, 101 Dunkel Street in downtown Fairbanks. Late registrations will be accepted from May 10 through the day of the walk.

Participants are encouraged to raise as much money as possible, but a minimum registration fee of \$25 for adults and \$15 for children is required. Late registration is \$30 for adults and \$20 for children. All proceeds will be distributed to registered 501 (c)(3) charities. Since 2001, the 'Walk for Charity' has raised more than \$314,000 for as many as 60 local non-profits.

For more information, the general public should contact 'Walk for Charity' organizer, Charity Gadapee at (907) 459-3758 or [cgadapee@explorefairbanks.com](mailto:cgadapee@explorefairbanks.com).

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### **About Explore Fairbanks**

Explore Fairbanks is a non-profit marketing and management 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 as well as by developing public policy and infrastructure to achieve marketing objectives. Find out more at [explorefairbanks.com](http://explorefairbanks.com).