FOR IMMEDIATE RELEASE
Alaska Range Alliance
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Alaskan Business Owners Launch Six-Figure Media Buy to Stop AIDEA Dumpster Fire

In response to the sudden fast-tracking of the West Susitna Access Mega-Road project by the Alaska Industrial Development and Export Authority (AIDEA), a group of concerned Alaskans has come together to make sure the public knows what is going on.

The Alaska Range Alliance is a growing group of Alaskan small business owners, hunters, fishermen, pilots, snow machinners, and freedom loving Americans who live and operate their businesses in the Susitna valley. The group formed earlier this year and has been actively fundraising in response to concerns around the road project.

This morning the group announced a $200,000 paid media campaign in television, radio, and digital ads to help ensure that Alaskans understand that certain out-of-state corporate interests are trying to fast-track a mega-project with little public support and at the state’s expense. Copies of the initial ads are attached to this release.

The West Susitna Access Mega-Road would hurt Alaskan business owners, including lodges, hunting guides, air taxi services, and others, while benefiting foreign-owned mining companies with unproven claims in the region. Early estimates are that the cost to the State of Alaska would be over a half a billion dollars, even before factoring increasing inflation and supply chain issues.

KTNA, the Susitna community radio station, has reported that an overwhelming number of local residents have expressed their opposition to the project. Nevertheless, AIDEA announced on Tuesday 5/24/22 that the permitting process is moving forward.

Alaska Range Alliance Board member Steve Perrins, a local lodge owner and master guide, said “all of a sudden Juneau politicians seem to think we have money to burn on ill-advised projects that hurt Alaskans. If Alaskans don’t get educated on what’s happening, the politicians just might light the match on yet another expensive and
unwanted dumpster fire. We encourage members of the public to ask Governor Dunleavy where he stands on the issue of protecting Alaskan small businesses vs subsidizing foreign corporations.”

The Alaska Range Alliance Board includes: Steve Perrins; owner of Rainy Pass Lodge, Vince Beltrami; sport fisherman and former President of Alaska AFL-CIO, Mike Overcast; skiing guide and owner of Tordrillo Mountain Lodge, and Cort Phalp, pilot and former owner of Anchorage Yamaha.

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