



STATE OF WASHINGTON  
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**Washington State Tourism and Destinations Around the State Launch “Share Your Washington”  
Promotion to Boost Local Economies**

*New tourism program encourages residents to invite friends and family to visit Washington;  
invitations give residents the chance to win significant prize from Alaska Airlines*

Olympia, Wash. – Who do you wish would visit you in Washington? How about your mother, your best friend, or your nieces and nephews? Now is your chance to invite them to experience your neck of the woods, and simultaneously support our local economy, with the launch of Washington State Tourism’s “Share Your Washington” promotion. Created in partnership with destinations around the state, Washingtonians can send their family and friends a special Share Your Washington invitation online at [www.ShareYourWashington.com](http://www.ShareYourWashington.com).

Running from now through June 15, the Share Your Washington promotion encourages Washingtonians to invite their loved ones to visit them, while also entering the inviter into a sweepstakes for the chance to win a significant grand prize from Alaska Airlines. Entering is simple – residents of Washington may visit [www.ShareYourWashington.com](http://www.ShareYourWashington.com) to send electronic postcards to friends, which automatically enters the sender into the sweepstakes. There is no limit to the number of times residents can enter – the more friends and family they invite, the more chances they have to win the grand prize from Alaska Airlines! The one grand prize package consists of two components:

1. **Unlimited air travel within Washington State on Alaska Airlines/Horizon Air numbered flights for the winner and companion for a whole year**, beginning July 1, 2011, and ending on June 30, 2012.
2. **Two round trip coach tickets for two people anywhere Alaska Airlines flies.** The round trip travel vouchers may be redeemed between July 1, 2011, and June 30, 2012. Travel must be completed by June 30, 2012.

Share Your Washington is also great for invited friends and family, as each electronic postcard includes special deals and discounts for the visitor, such as shopping discounts or special rates at local hotels. In addition to the electronic postcards and sweepstakes, the Share Your Washington website features a two-minute video “PSA” that showcases how tourism matters to local and state economies.

“Tourism is Washington’s fourth-largest export-oriented industry, and our local economies depend on travelers to support local jobs and businesses,” said John Cooper, President of Washington State Destination Marketing Organizations Association (WSDMO). “The Share Your Washington program allows residents to make a difference in helping support their local tourism economies. If we all get one person to visit, we could help create 20,000 Washington jobs.”

In 2010, travelers spent \$15.2 billion in Washington, according to the recently released Washington State Travel Impacts Study, making 2010 the second-best year on record for the state. Visitor spending generated nearly \$1 billion in tax revenue and supported 143,800 jobs.

“Share Your Washington was created as a fun and upbeat way for Washingtonians to unite behind a common cause that helps their communities and the whole state,” said Marsha Massey, Executive Director for Washington State Tourism. “It’s important to remember that supporting tourism generation and job growth in Washington is as easy as inviting your friends and family to come and visit!”

“We’re proud to support tourism across our home state as we know firsthand just how important it is,” said Joe Sprague, Alaska Airlines’ Vice President of Marketing. “We look forward to providing someone a once-in-a-lifetime year-long air travel pass throughout this incredible state.”

For more information about Share Your Washington, or to invite a friend to visit Washington, please visit [www.ShareYourWashington.com](http://www.ShareYourWashington.com) or [www.facebook.com/ShareYourWA](http://www.facebook.com/ShareYourWA). You can also find related Twitter discussions using the hashtag #ShareYourWA.

**Editor’s Note:** If you are interested in receiving a copy of the Share Your Washington audio PSA or hi-res images, please contact: [ian.jeffries@edelman.com](mailto:ian.jeffries@edelman.com).

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### **About Washington State Tourism**

For more information about traveling to Washington, visit [www.ExperienceWA.com](http://www.ExperienceWA.com).

### **About Commerce**

Commerce is the lead state agency charged with enhancing and promoting sustainable community and economic vitality in Washington. For more information, visit [www.commerce.wa.gov](http://www.commerce.wa.gov). For information on locating or expanding a business in Washington, visit [www.choosewashington.com](http://www.choosewashington.com). [Subscribe](#) to Commerce press releases by email. You may [unsubscribe](#) at any time.

### **About Alaska Airlines and Horizon Air**

Alaska Airlines and Horizon Air, subsidiaries of Alaska Air Group (NYSE: ALK), together serve more than 90 cities through an expansive network in Alaska, the Lower 48, Hawaii, Canada and Mexico. Alaska Airlines ranked “Highest in Customer Satisfaction Among Traditional Network Carriers” in the J.D. Power and Associates 2008, 2009 and 2010 North America Airline Satisfaction Studies<sup>SM</sup>. For reservations, visit [alaskaair.com](http://alaskaair.com). For more news and information, visit the Alaska Airlines/Horizon Air Newsroom at [alaskaair.com/newsroom](http://alaskaair.com/newsroom).

Source: Washington State Tourism