

Alaska Airlines

DATE 12-31-75
SUBJECT Alyeska Al Promotion
TO Cliff Hollenbeck

FROM Frank Maros

Dear Cliff,

As you now are aware, I devised a promotion in early January using a Polar bear costume. The initial use began January 7, in Long Beach at the first travel agent seminar. Following the 7:30AM seminar where a skit was performed, we proceeded to downtown Los Angeles. We bought eskimo pies to put in a cooler for give-aways. As you can see from the photos we caused a little stir! We stopped at Continental, United, Westours, American, Eastern, Cardillo Travel, Pan Am, TWA, Western, Northwest, Varig, CP Air and Qantas. At this point Continental, Qantas, and United will be using the photos in their company papers. The others look promising, however Travelage West refused since no agents were pictured.

Following our downtown visits we went to United Reservations and handed out pies and connecting schedules to everyone.

The Bear skit was performed in Long Beach, Newport Beach, Santa Ana, Claremont, Redlands, Beverly Hills, Phoenix, Pasadena, and Torrance. In Phoenix, Jan Darby from Jarretts Travel played the bear. At all other promotions a friend, Ron Carr, played the part of "Alyeska Al".

On February 6, the bear will be used for a reception being given in Abercrombie and Fitch, San Francisco. Adventures Unlimited is sponsoring a film presentation on outdoor sports in Alaska. Four outdoors guides will host, including Clark Engel from Alaska.

On February 19, Alaska is sponsoring the Los Angeles Interline Club party and the Bear will be used to draw prizes.

On March 10, the bear will be used at the Bullocks department store in Santa Ana, as part of an invitation only reception.

I have enclosed two 8 X 10 photos you might be able to use. Please call me for any more details.

Thanks.

Frank