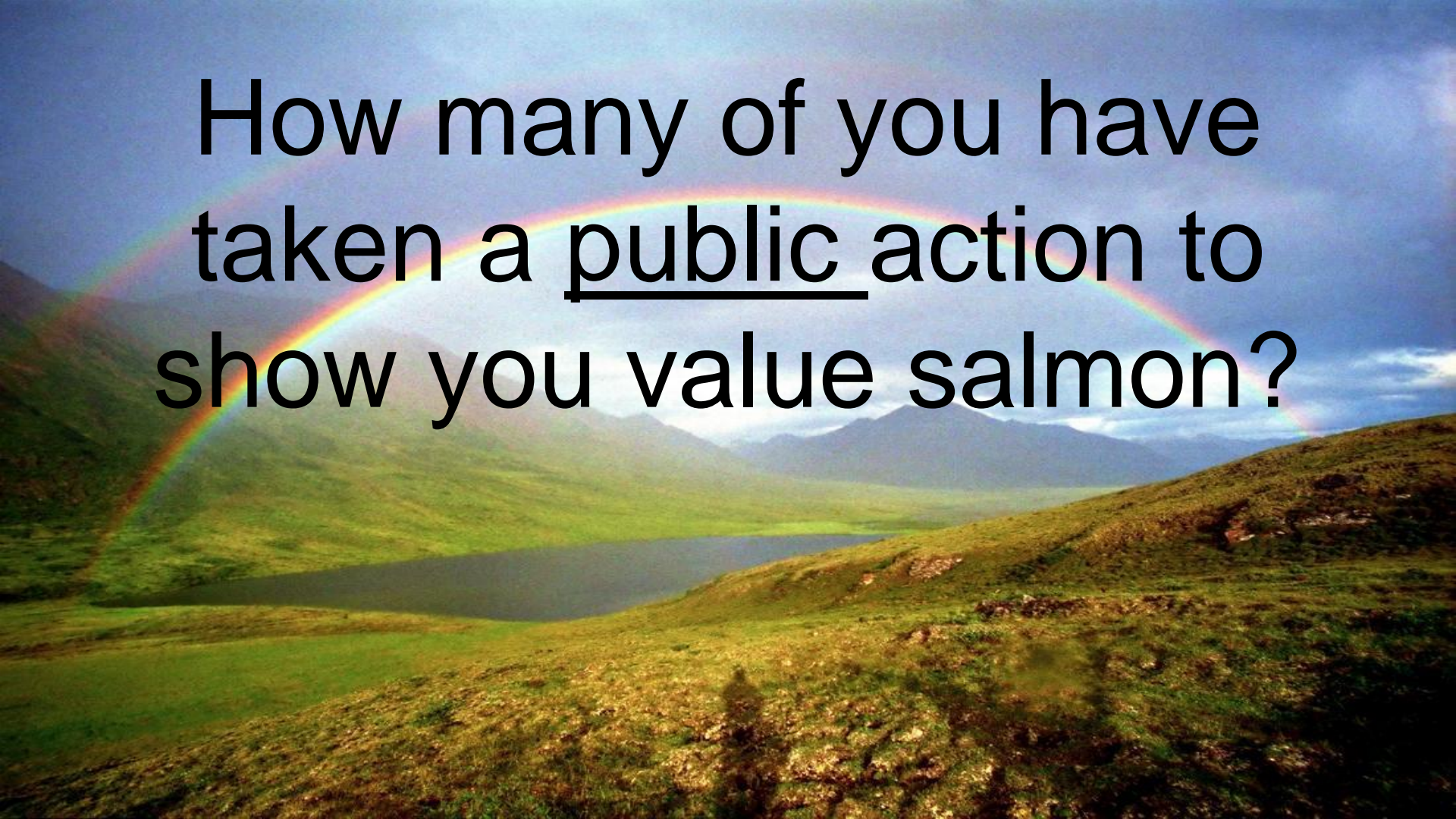


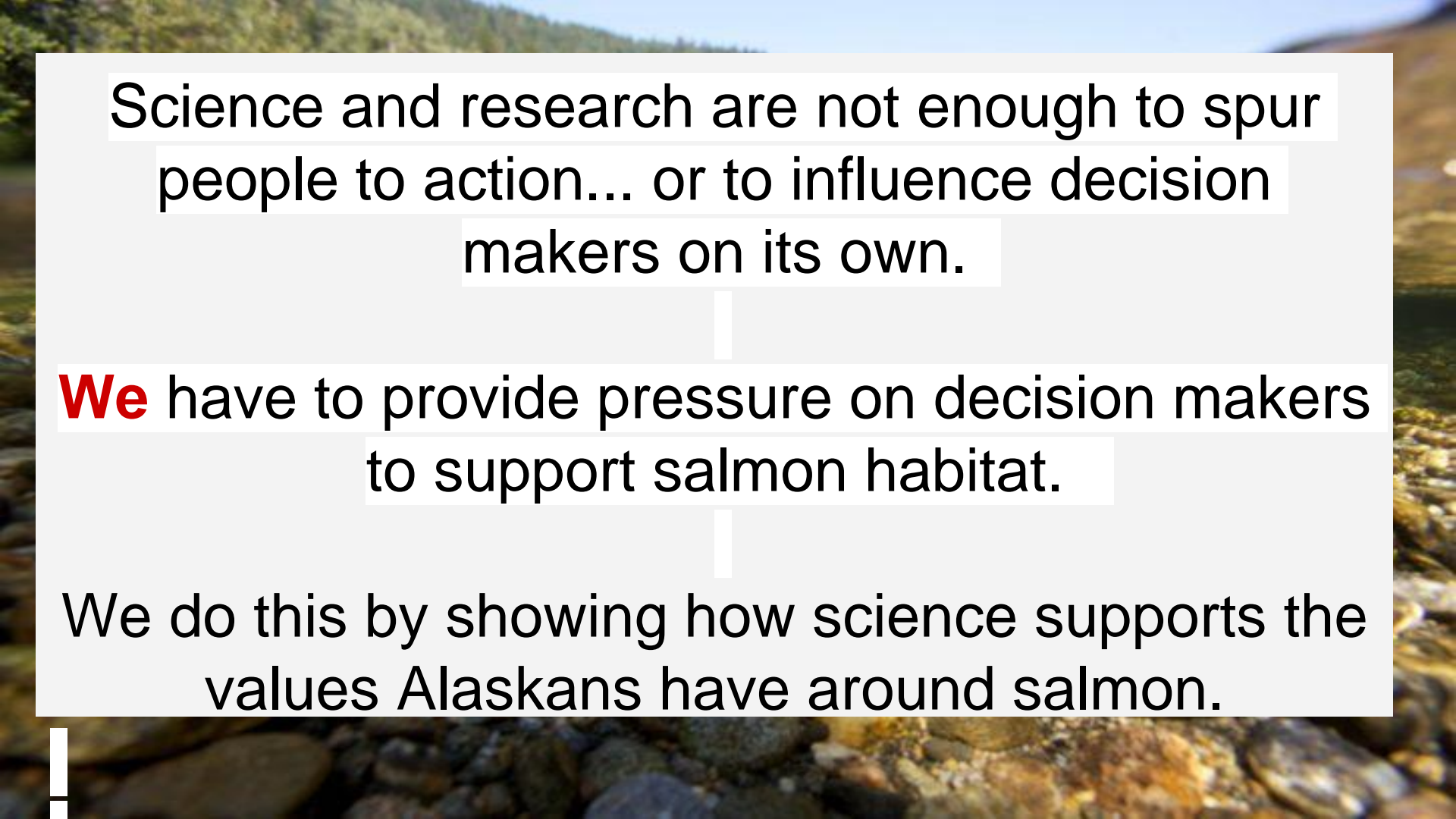
Salmon, Values and Engagement

Amy O'Connor
The Alaska Center
Mat-Su Organizer
(907) 793-8640
amy@akcenter.org

The Alaska
Center
OUR HOME, OUR FUTURE

A scenic landscape featuring a vibrant rainbow arching over a calm lake. The foreground consists of rolling green hills with patches of brown, suggesting a mix of grass and heather. In the background, there are layers of mountains under a blue sky with scattered white clouds. The overall atmosphere is peaceful and natural.

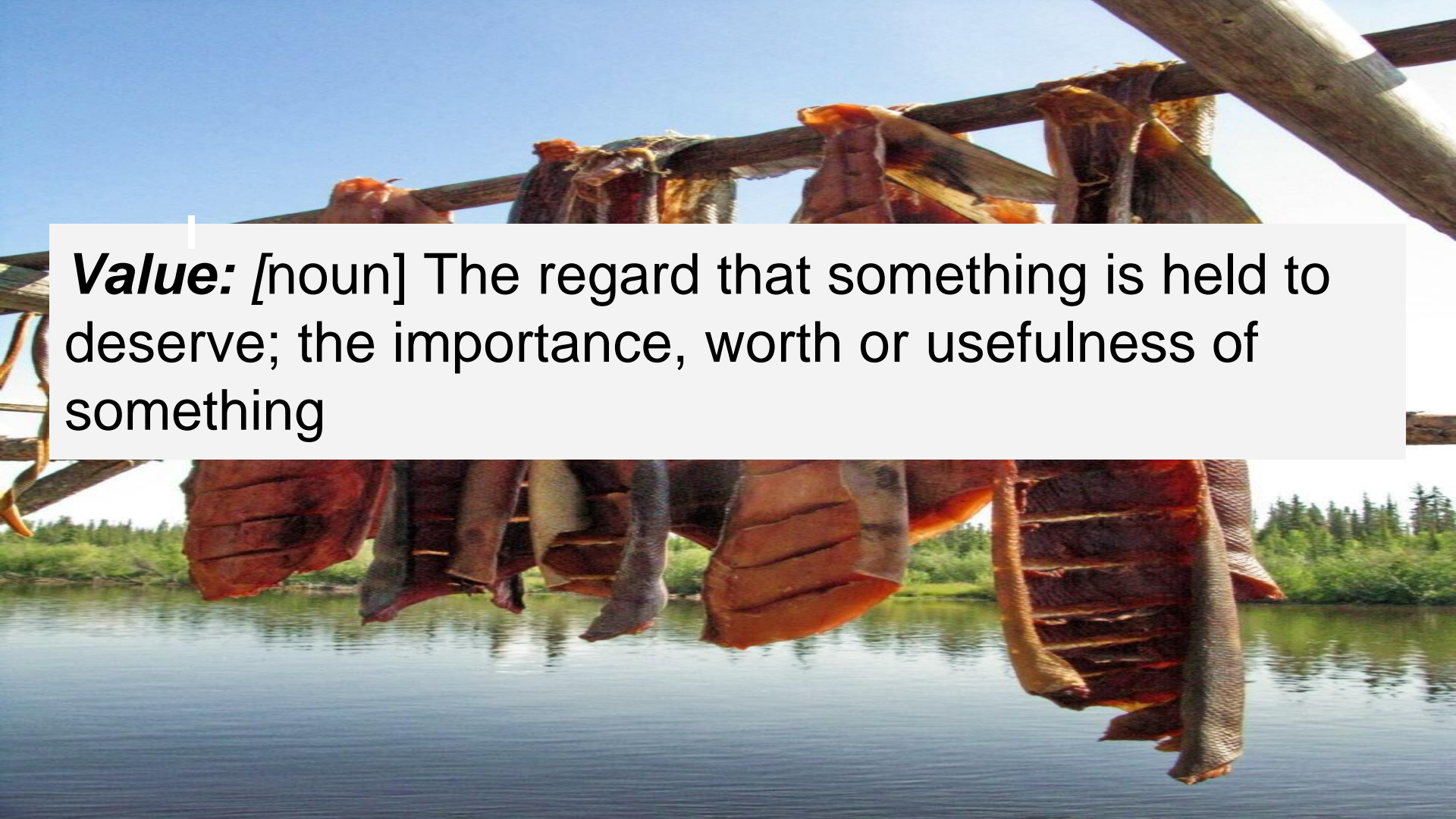
How many of you have
taken a public action to
show you value salmon?



Science and research are not enough to spur people to action... or to influence decision makers on its own.

We have to provide pressure on decision makers to support salmon habitat.

We do this by showing how science supports the values Alaskans have around salmon.

A photograph showing several pieces of salmon hanging from a wooden rack. The rack is made of thick wooden poles and is positioned over a body of water, likely a river. The salmon are arranged in rows, with their heads and tails pointing downwards. The background shows a lush green forest along the riverbank under a clear blue sky. The text is overlaid on a white rectangular background in the center of the image.

Value: [noun] The regard that something is held to deserve; the importance, worth or usefulness of something

Threats to our VALUES
inspire **PEOPLE** to use
RESOURCES that they have
into **POWER** they need to
make the **CHANGE** they
want

How Strong are our Salmon Values?

20,812 salmon supporters in 10 years

12,174 activists (18 month period 5/2015 to present)

393 volunteers (last 12 months)

In the Mat-Su 811 activists for Valley specific salmon actions

These numbers reflect actions taken through The Alaska Center only and do not include campaign partners or other organizations

The  Alaska
 Center

A large number of salmon are swimming in a river, moving upstream. The water is dark and turbulent. The salmon are silvery with a pinkish-red hue. A white rectangular box is overlaid at the top of the image, containing the text "Protect what you Value".

Protect what you **Value**

TEXT: SALMON

TO: 877877