

ALASKANS for
BRISTOL BAY
ACTION

FOR IMMEDIATE RELEASE

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**NEW TV AD: In Home Stretch, Former AK Senate President Halford
Endorses Peltola To Continue Don Young's Legacy In Congress**

**** Watch the Ad [HERE](#) ****

(ALASKA) — Tomorrow, *Alaskans for Bristol Bay Action* (ABBA) will launch a new television advertisement on broadcast and cable TV in the Anchorage and Fairbanks markets, in support of U.S. Congresswoman Mary Peltola. The ad is the latest showing of bipartisan support for Peltola, as it features former Republican State Senate President, Rick Halford, lauding her ability to continue the late U.S. Representative Don Young's legacy in Congress and put Alaska first— including fighting for Alaska's cherished salmon fisheries. A popular Republican, Halford served for nearly 25 years in the Alaska State Legislature and is the senior advisor to Alaskans for Bristol Bay Action.

In the ad, Rick says:

"I worked with Don Young for more than a quarter century. He crisscrossed the state for fifty years visiting every community, setting aside differences to put Alaska first. Like Don, Mary Peltola is Alaska through and through. She hunts, fishes, she works hard for what matters, like good jobs, thriving fisheries, and full freezers. This November, I'm proud to continue Don's legacy by voting for Mary Peltola."

The advertisement, which will launch tomorrow in the Anchorage and Fairbanks markets on Cable and Broadcast TV and will run through Election Day, is designed to show Alaskans that Mary Peltola is the right choice for Congress. Representative Peltola's pro-fish and pro-jobs platform includes clear support for protecting the economic engine that is Bristol Bay—a position that is aligned with the [majority](#) of Alaskans.

This new TV ad builds on [a comprehensive paid media and GOTV campaign launched by ABBA](#) last month in support of the fish-ticket, Mary Peltola and Lisa Murkowski. The paid media campaign included digital display, pre-roll, and connected TV ad placements. The field and voter contact effort included more than 65,000 voter contact attempts at the doors and on the phones— all complementing and reinforcing the narrative of the fish-ticket media campaign.

This is the latest manifestation of strong bipartisan support and backing for Representative Peltola's campaign from those close to Don Young. Eleven friends and former staffers of Representative Young [announced their endorsement of Peltola](#), while [Peltola also hired Young's former Chief of Staff](#). Recently, at the Alaska Federation for Natives (AFN) annual conference in Anchorage– Mary Peltola was gifted Don Young's signature Alaska flag bolo tie by his daughters– who both proclaimed their own support for Peltola. Footage of Peltola donning the tie at AFN is featured in this latest TV ad.

Meanwhile, weeks before his passing, [Representative Young spoke to the Alaska GOP and "had sharp words" about Peltola's opponent](#), Nick Begich, saying "That's a person I don't want to serve me in Congress."

Additional information:

[Alaskans for Bristol Bay Action](#) is a 527 political organization supporting elected officials who fight to protect Bristol Bay, its Indigenous Peoples, commercial fishermen, and Alaska's economy from Pebble Mine. Alaskans for Bristol Bay Action is committed to supporting candidates who will fight for the lasting protections for Bristol Bay that the majority of Alaskans want.

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