
Sealaska joins as investor in statewide project to reclaim Alaska as a Native place

Anchorage, AK (June 9, 2021) – Culture Stories is a new initiative developed in partnership between Culture Story and the Alaska Humanities Forum. It is a new media project reclaiming the Indigenous narrative so that Native people's stories are represented in mainstream media in an authentic, positive, and contemporary way.

The series is created by Alyssa London, a member of the Central Council Tlingit and Haida Indian Tribes of Alaska and a shareholder of Sealaska Regional Corp and Shee Atika Village Corporation. Her vision is to share the vitality of Alaska Native cultures through themes of food, faith, family, fashion, and the arts and to educate Native and non-Native communities about cultures outside of their own.

“As Indigenous People,” London explains, “we rarely see ourselves in digital media or on television, let alone have the opportunity to tell our own stories. Culture Stories will increase the representation of Alaska Native people in mainstream media by creating stories that shine a positive light and tell a contemporary story about Alaska Native communities. The series will also educate people unfamiliar with the Alaska Native community about who we are today, and about the continued relevance of our values and way of life. We want to increase interest in cultural tourism and Native arts and help Alaska Native people feel proud of their identity and the rich heritage they uphold and steward.”

Plans are currently underway to develop this six-part series that will be broadcast on First Nations TV and via On-Board Entertainment with Alaska Airlines. Filming is set to begin this summer and broadcast in 2022.

Sealaska Corporation has just joined the Atwood Foundation and the Rasmuson Foundation as a third sponsor of the project, committing \$10,000 in support. “We were encouraged to see the goals for the series and Alyssa’s personal contributions to helping to perpetuate our rich storytelling from Southeast,” said Matt Carle, Sealaska’s Senior Director of Corporate Communications. London and the Forum hope to secure additional funding from other Alaska Native Corporations and corporate partners across the state. For further information, please visit akhf.org/culture_stories or culturestory.co.

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About the Alaska Humanities Forum: The mission of the Alaska Humanities Forum is to connect Alaskans through stories, ideas, and experiences that positively change lives and empower communities. Our vision is a culturally rich, economically vibrant, and equitable Alaska where people are engaged, informed, and connected. Since 1972, The Forum has been Alaska’s state Humanities Council under the [National Endowment for the Humanities](#) (NEH) as a 501(c)(3) non-profit organization and is one of 56 state and territorial groups supported by the NEH and the Federation of State Humanities Councils.