

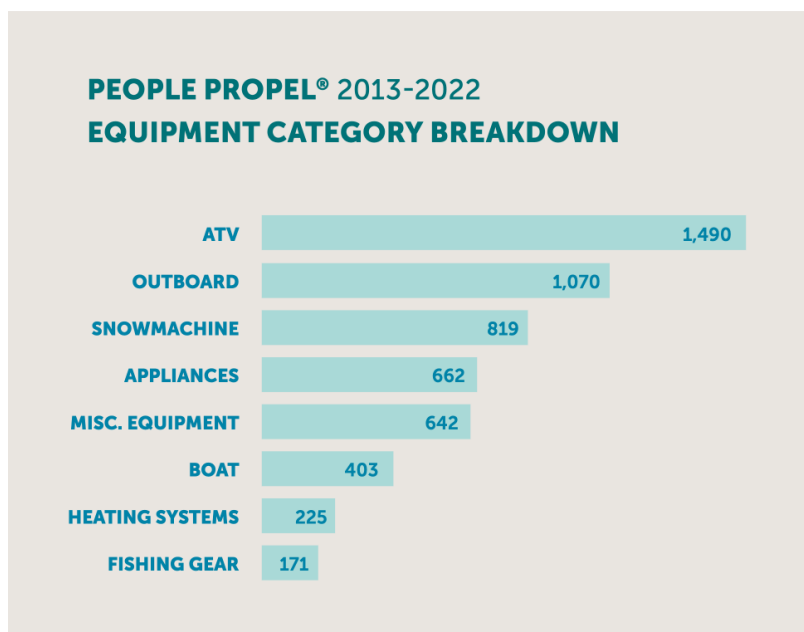


CVRF's Wildly Popular People Propel® Program, Funded by Wild Alaska Pollock Fishing, Achieves \$50M in Powersports Purchases

ANCHORAGE, Alaska, November 9, 2023 – This month, [Coastal Villages Region Fund](#) (CVRF) achieved a major milestone of \$50 million in purchases by community members of snow machines, ATVs, outboards, and other equipment through CVRF's People Propel® program. The equipment directly supports subsistence lifestyles and food security, increases safety, drives Alaska's statewide economy, and advances a cleaner, greener environment.

People Propel utilizes proceeds from CVRF's fishing operations – primarily clean pollock fishing in the Bering Sea – to subsidize equipment purchases across Western Alaska communities. CVRF is part of the Community Development Quota program, a federal mandate that assures Alaska's coastal community residents can participate in the fisheries off their shores, support their local economies and address critical needs.

Every adult resident in CVRF's 20 communities – Chefnak, Chevak, Eek, Goodnews Bay, Hooper Bay, Kipnuk, Kongiganak, Kwigillingok, Mekoryuk, Napakiak, Napaskiak, Newtok, Nightmute, Oscarville, Platinum, Quinhagak, Scammon Bay, Toksook Bay, Tuntutuliak, and Tununak – is eligible for financial assistance in acquiring a wide range of equipment, including skiffs, outboards, ATVs and snow machines which are among the most popular purchases.



Residents can apply online, choose their vendor, and coordinate delivery. Some of the top companies selling equipment through People Propel include All Seasons Honda (Homer), River and Sea Marine (Soldotna), Alaska Mining and Diving Supply (Anchorage), and Alaska Commercial Company.



Why do people love People Propel?

- **Subsistence:** Supports powersports equipment for subsistence way of life, and food security
- **Equity:** Enables a more equitable distribution of benefits from our fishing operations and CDQ mandate
- **Economy:** Pumps up Alaska's statewide economy and keeps Alaska-based dealers and service centers in business
- **Safety:** Newer equipment is more reliable and reduces life-threatening breakdowns or accidents
- **Banking:** Gives people the opportunity to establish credit and attracts banking to our communities
- **Climate:** Newer equipment means cleaner, climate-friendly engines with lower emissions.



Burt Paul, Kipnuk



Vanessa Bunyan, Hooper Bay

The next round of People Propel is expected to open on February 12, 2024. For more information and to apply, visit www.coastalvillages.org/community-service/people-propel.

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About Coastal Villages Region Fund

Coastal Villages Region Fund (CVRF) uses Bering Sea fishing rights granted to it by the Community Development Quota (CDQ) program to foster sustainable and diversified local economies in western Alaska. CVRF is a 501(c)(4) Alaska non-profit corporation and operates in 20 member communities along the west coast of Alaska, from Scammon Bay to Platinum. CVRF generates the money to fund its programs by harvesting fish in the Bering Sea with its own fleet of vessels.



CVRF is dedicated to creating sensible, tangible, and long-term economic development opportunities that generate hope for the more than 9,100 residents of its communities. It is governed by a Board of Directors consisting of one member democratically elected from each community. CVRF is the largest Alaskan-owned seafood company in history and the first CDQ group to own and control the vessels that harvest the vast majority of its CDQ allocations.

For more information, visit www.coastalvillages.org and www.facebook.com/CoastalVillagesRegionFund.

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