



111 WEST 16TH AVENUE ▼ SUITE 400
ANCHORAGE, AK 99501
P 907.278.3602 ▼ F 907.276.3924

FOR IMMEDIATE RELEASE

June 15, 2021

Bristol Bay Native Corporation announces major partnership with the newest NHL team, the Seattle Kraken

The one-of-a-kind relationship will highlight the importance of the Bristol Bay region and allow BBNC to share its story with visitors to Climate Pledge Arena

Anchorage, AK – Bristol Bay Native Corporation (BBNC) is proud to announce its partnership with the National Hockey League’s newest franchise, the Seattle Kraken. The partnership will provide unique opportunities for BBNC and its shareholders and descendants, its companies, and partners, as well as hockey enthusiasts around the region and throughout Alaska.

“The Seattle Kraken’s key values of community, sustainability and inclusion align nicely with BBNC’s corporate values, and this partnership will provide opportunities to connect Bristol Bay and Alaska youth to positive role models,” said Jason Metrokin, Bristol Bay Native Corporation President and Chief Executive Officer. “This partnership will also allow us to share and promote all the great things about Bristol Bay to NHL fans, concert goers and more in the Pacific Northwest.”

As part of the relationship, BBNC will anchor one of only 13 of the prime marketplace locations within Climate Pledge Arena. More information about the marketplace and its partners will be released this fall.

Alaska’s Bristol Bay will be prominently represented throughout Climate Pledge Arena on hundreds of TV screens and the arena’s LED rings for arena visitors, on the main scoreboards during televised games and at the state-of-the-art Kraken training center.

BBNC’s new partnership with the Seattle Kraken will also bring exciting opportunities for youth hockey players in Alaska. Members of the Kraken team and coaching staff will hold annual camps in Alaska for kids with a focus on diversity, equity, and inclusion, providing access to young people who wouldn’t normally have the opportunity or exposure to the game.

“We are so fortunate that the great state of Alaska is part of our territory,” said Tod Leiweke, CEO of the Seattle Kraken. “Having spent time in Alaska the passion for hockey is clear. The Kraken are fortunate to welcome BBNC to our family as we will together grow the game, impact community while also introducing this wonderful company and region to the Pacific Northwest and our unique world.”

This partnership is a continuation of the strong connection between Alaska and Washington. Alaska-related business is responsible for more than 100,000 jobs in the Puget Sound region. Both regions are also intrinsically tied in a commitment to environmental responsibility and preserving natural resources.

Located in Seattle Center, the Kraken's new home, Climate Pledge Arena, with its commitment to become the [first zero carbon arena in the world](#), reflects the sustainability values of BBNC. Climate Pledge Arena is also one of the most advanced and well-built arenas in the world. It's already attracting [top name talent](#) that will be among the 70 to 80 concerts it hosts every year.

The Seattle Kraken's July 21 Expansion Draft is in 36 days, followed by the NHL Draft on July 23-24. The puck will drop for the team's inaugural season at Climate Pledge Arena, which opens in October.

You can find more information about this exciting new partnership at BBNC.net/Kraken.

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About Bristol Bay Native Corporation

Bristol Bay Native Corporation (BBNC) is a diversified Alaska Native investment corporation dedicated to the mission of "Enriching Our Native Way of Life." Established through the Alaska Native Claims Settlement Act of 1971, BBNC works to protect the land in Bristol Bay, celebrate the legacy of its people, and enhance the lives of its shareholders. Learn more at bbnc.net.

About the Seattle Kraken

The Seattle Kraken are the National Hockey League's newest franchise, set to play their inaugural season in 2021-2022 at [Climate Pledge Arena](#) at Seattle Center, developed by [Oak View Group](#). Visit www.nhl.com/kraken for the latest news and information including press releases, multimedia content and the latest hires.

About Climate Pledge Arena

Climate Pledge Arena, located at Seattle Center, will be the first net zero certified arena in the world. It will serve as a long-lasting and regular reminder of the urgent need for climate action. The Climate Pledge, which was founded by Amazon and Global Optimism in 2019, is a commitment from companies globally to be net zero carbon by 2040. The complete redevelopment of this historic landmark, originally built for the 1962 Seattle World's Fair, will be an industry first. Home to the NHL's Seattle Kraken, WNBA's Seattle Storm, and the world's biggest performers of live music and events, Climate Pledge Arena will open in 2021. Learn More at www.climatepledgearena.com.