



**ALASKA MARINE
COMMUNITY COALITION**

FOR IMMEDIATE RELEASE

January 9, 2026

Alaska Marine Conservation Council Announces Name Change to Alaska Marine Community Coalition

Anchorage, Alaska — Alaska Marine Conservation Council (AMCC) today announced an official organizational name change to **Alaska Marine Community Coalition**, effective **January 15, 2026**. The change reflects the organization's longstanding commitment to community-centered conservation in Alaska and the realities of a drastically changing policy and funding landscape.

For more than 30 years, AMCC's approach to marine conservation and policy advocacy has emphasized the role that local fishing families, Tribes, and coastal residents play in shaping sustainable fisheries. The updated name reflects that history and clarifies AMCC's identity as a community-based conservation organization grounded in place, experience, and partnership.

"Our commitment to conservation is unwavering. This updated name captures the way we've always approached stewardship, as something rooted in the inseparable connection between people and place," said Michelle Stratton, Executive Director of Alaska Marine Community Coalition. "We are deeply proud of the trust built over decades, and with strong alignment across the organization, this change positions us to lead community-driven fisheries policy and marine stewardship into the future."

The organization will continue to use the acronym **AMCC**, preserving decades of recognition and trust. Its legal nonprofit status, mission, governance, leadership, programs, and policy priorities will continue without interruption. AMCC will also retain its existing **akmarine.org** website and email domain to ensure continuity for partners and the public.

The name change and visual identity will be reflected across AMCC's communications and materials beginning January 15, 2026, with updates rolling out over the coming weeks.

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