

Key Bank distributes Native language loan brochures

Key Bank of Alaska has begun distribution of Native language brochures and cassette tapes in order to attract a wider rural audience. The materials provide instructions on how to complete a loan application and have been produced in the Aleut, Gwich'in,

Inupiaq, Central Yupik, and Siberian Yupik languages.

The translation project was taken on by Key Bank of Alaska to make banking easier for non-English speaking customers. "We've wanted to do this for a long time. Alaska has a diverse population of people and languages. It is important to us that we find ways to meet their need," said Michael J. Burns, President and Chief Executive Officer of Key Bank of Alaska.

"How to Get a Loan" was developed by Key Bank of Alaska and produced locally by Velero Linguistics, Inc. and is available as a written brochure and as an audio cassette tape. "How to Get a Loan" contains step by step instructions on how to fill out a loan application. All five translations of the brochure and audio tape will be available in Anchorage, Fairbanks and Juneau Regional Offices. In addition, Key Bank offices around the state will have

tapes and brochures available in the Alaska Native language of their region.

These Alaska native language brochures and audio cassettes are unique to Key Bank of Alaska, said a spokesperson, and will be added to foreign language brochures in Key Bank lobbies. Checking and loan services brochures in Chinese, Korean, Tagalog and Spanish were introduced in January as part of a nationwide effort by Key Bank. Key Bank

also maintains a list of employees who can provide oral or written assistance to customers in languages other than English.

Key Bank of Alaska, with assets of \$779 million, is Alaska's third largest bank. The bank has 20 offices statewide, including Anchorage, Eagle River, Kenai, Palmer, Wasilla, Dillingham, Fairbanks, North Pole, Juneau, Hoonah, Yakutat, Ketchikan, Kodiak and Unalaska, among others.