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NBC's 'TODAY' show goes live from Juneau, Alaska

July 8, 2014, ANCHORAGE, Alaska — Alaska fans of NBC's "TODAY" show have the chance to appear in the TV news program's audience during a live broadcast on location in Juneau this Thursday, July 10.

TODAY's Natalie Morales will host a portion of the show from the Mendenhall Glacier Visitor Center Pavilion in Juneau from 3 a.m. AKDT/ 7 a.m. ET through 6 a.m. AKDT/ 10 a.m. ET as part of a special summer travel series showcasing beautiful locations across America. The broadcast will feature highlights of Morales' previously filmed adventures at Mendenhall Glacier and at Pack Creek Brown Bear Viewing Area on Admiralty Island.

NBC's "TODAY" show, Alaska's Department of Commerce, Community, and Economic Development (DCCED) and the Juneau Convention & Visitors Bureau are inviting the public to be a part of the special broadcast live from Mendenhall Glacier. Mendenhall Glacier Recreation Area has a nightly closure from midnight to 6 a.m. AKDT. For this live broadcast that closure will be lifted starting at 2 a.m. AKDT on July 10 for the public to view the broadcast in person.

A few important rules will be enforced during the filming. No camping out overnight will be tolerated. Due to black bear activity in the area, no food or flavored beverages will be allowed. Spectators are encouraged to use the middle lot for parking. The Visitor Center will not be open.

DCCED's tourism office successfully attracted the popular morning TV news program to Alaska.

"Thousands of potential visitors picture glaciers and bears when they dream of their Alaska vacation" said Susan Bell, DCCED Commissioner. "NBC's 'TODAY' show will help us highlight opportunities that the state can offer. And even more importantly, more visitors translate into more jobs for Alaskans and revenue for the state."

Bell added the "TODAY" show segments are being filmed with the help of tourism partners, including Juneau Convention & Visitors Bureau, Tongass National Forest, Above & Beyond Alaska, NorthStar Trekking and Alaska Seaplanes.

For more information on NBC's "TODAY," visit <http://www.today.com>.

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