

# News Release

FOR IMMEDIATE RELEASE  
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## Kelowna Airport wins international marketing award

Kelowna International Airport's magazine YLW Connection has taken top spot in the Airports Council International-North America 2009 Excellence in Marketing and Communications Contest. The airport also received a second place for its marketing campaign with Horizon Air.

The contest drew entries from 62 airports with more than 250 entries highlighting their marketing and public relations efforts.

"YLW Connection has been a fantastic opportunity to keep our passengers and stakeholder groups up-to-date on airport news and services while helping to promote our air carriers, tenants, the business community and the region we serve," says Airport Communications Coordinator Jenelle Turpin.

Now in its second year, YLW Connection is published four times a year through Accelerate Communications, with a circulation of 20,000.

Kelowna International also took second place in the Partnering with Carriers category for its campaign to promote Horizon Air service to Seattle. The "Wine Country Getaway" and "Mom and Me in Seattle for Tea" contests enticed residents in the two destinations to take a short getaway. Travel Horizon articles were also published monthly in the Daily Courier.

"This engaging and creative campaign was an excellent example of how airports and airlines can effectively work together to build awareness and traffic between the destinations they serve," said Dan Russo, Horizon's Vice President of Marketing and Communications.

"We were really pleased with this campaign and the public interest both locally and in Seattle," says Turpin. "Horizon Air and its service to Seattle is an important hub for this region."

"The Airport Council congratulates the winners of the 2009 Excellence in Marketing and Communications Contest," said Council President Greg Principato. "These award-winning entries help promote a positive view of airports throughout their communities and North America. The contest allows airports to showcase their best marketing and communications efforts that serve their stakeholders, including the flying public, airline partners tenants and employees."

Awards are distributed in 20 categories ranging from marketing campaigns and publications, to special events and websites.

Airports Council International-North America represents local, regional and state governing bodies that own and operate commercial airports in the United States and Canada.

To view a copy online of YLW Connection see [www.ylw.aero](http://www.ylw.aero) and click on the rotating magazine.

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#### **Backgrounder**

Airports Council International-North America news release

[http://www.aci-na.org/news/2009\\_August6](http://www.aci-na.org/news/2009_August6)

YLW Connection summer issue

<http://www.nxtbook.com/dawson/ylwconnection/2009summer/#/0>

#### **Kelowna International Airport Passenger Number Update:**

July passenger numbers at YLW increased 1.95% (2,279 passengers) compared to July 2008. The Year-to-date passenger numbers (currently at **790,842**) are down 3.4% compared to this time last year, however 2009 passenger numbers have increased during the months of April, June and July.

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