



NEWS RELEASE

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AIRPORT TO UNVEIL NEW LOOK

**News Conference Set to showcase new image and new effort to
reconnect with local travelers**

Corpus Christi International Airport (CCIA) is inviting the media to come witness some of the big changes happening on airport property.

The airport is undergoing a bit of a rebrand as part of a new marketing campaign that is launching this week. It's an all-out effort to better connect with the community and with airport customers. "We have a beautiful and modern terminal that is both efficient and inviting," said Kim Bridger, the PR & Marketing Coordinator at CCIA. "We want to promote the benefits of flying out of our airport versus other airports in other cities. These are benefits that you just can't put a price on," said Bridger.

The makeover includes a new logo and a campaign that focuses on the conveniences found at CCIA. Larger airports in Texas may be able to offer more flights, but CCIA can offer a better travel experience: No long lines, no overcrowded terminals, and no long waits at the security checkpoint - not to mention the convenience of not having to drive to another airport in another city. CCIA is making "convenience" the focal point of a multi-media campaign that will encourage travelers to consider CCIA first before booking a flight from another airport. This property rebrand is just part of a renewed energy and new attitude at the airport. Join us and see the changes:

CCIA News Conference

Airport Entrance near Welcome Monument Sign

Friday, Feb. 15th, 10:00 AM

The marketing campaign is being funded with a grant from the US Dept of Transportation. The grant program is specifically earmarked for smaller airports that face challenges with air service, airfare costs and competition from larger airports.

*** In the event of cold, wet or windy weather, we will gather near the entrance to terminal.

go to a happy place.