



## Media Release

Date: October 16, 2013

### St. Pete-Clearwater International Airport Debuts New Mobile Responsive Website Same Web Address – [www.Fly2Pie.com](http://www.Fly2Pie.com) – New, Exciting Look!

St. Pete-Clearwater International Airport (PIE) launched a new website with a mobile responsive design to adapt to all smart phones, tablets, and computer screens. The website design was another important step in the rebranding of PIE, featuring our new logo, tag line, and leisure branding –Tampa Bay, The Easy Way!

The website caters to passengers and visitors to the Tampa Bay area, featuring flight info, airlines and destinations, airport amenities, and travel related businesses and guides. Additional information for the general/corporate aviation community provides airfield info, and aviation related services. Our local community can also find info on airport education tours, airport projects, and noise information. Check our newsroom and sign up to receive emails about upcoming events, newsletters, and announcements on new air service.

The airport team contracted with FKQ Advertising + Marketing, a local Clearwater business, to design the new website. FKQ also created PIE’s new logo, branding, media campaign, and entrance sign design, which debuted in February 2013.

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