



Media Release

Date: September 24, 2014

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St. Pete-Clearwater International (PIE) Wins Flagler Award for Best of Show – Airport Rebranding Campaign at the 47th Annual Governor’s Conference on Tourism

St. Pete-Clearwater International Airport received **Best in Show for its Airport Rebranding Campaign** for *Marketing Budgets under \$100,000* in the 14th annual Flagler Awards at the 47th Annual Governor’s Conference on Tourism at the Boca Raton Resort at the Chairman’s Dinner on September 22nd. PIE received the award for its 2013 Airport Rebranding Campaign which featured a new logo, slogan – *Tampa Bay The Easy Way*, a media campaign, and a public unveiling reception.

PIE is the first airport to receive a Flagler Award in its 14 year history. Best of Show awards are overall awards are a special recognition, an especially prestigious honor selected by the panel.

Airport Director Noah Lagos said “Receiving recognition by our peers in this very competitive and innovative Florida Tourism industry is very exciting. We believe our new branding reflects who we are and how our customers feel about us. I am very proud of our airport team and our partnership with FKQ Advertising + Marketing.”

The Flagler Awards, named for Henry Flagler, were established in 2000 to recognize outstanding tourism marketing in Florida. The awards honor individuals and organizations that help maintain and improve Florida’s position as one of the world’s most popular travel destinations. Entries receive scores from a panel of judges who assess the creativity, innovation, production quality and effectiveness of projects in each category, along with Best of Show at multiple budget levels. The complete list of winning entries is available at <http://www.visitfloridablog.org/?tag=flagler-awards>.

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