



Media Release

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St. Pete–Clearwater International (PIE) Wins 1st, 2nd, and 3rd Place Awards in Airport Council International–North America (ACI–NA) Excellence in Airport Marketing and Communications

St. Pete-Clearwater International Airport received 1st place in the annual ACI-NA Excellence in Airport Marketing and Communications Contest for **Partnering with Carriers** for its partnership with Allegiant Air in co-sponsoring the Tampa Bay Rays professional baseball team for the 2013 season. The promotion featured co-branded advertising in all 81 home games, including “Pop-Fly Fridays” with a lucky contestant given the opportunity to catch pop-fly balls to win Allegiant Air tickets.

PIE also received a 2nd place award in **Newsletters** for its bi-annual Fly2PIE News and 3rd place for **Websites**. PIE debuted its new logo and rebranding in February 2013 and its redesigned Fly2PIE News published in the spring. A new mobile responsive website launched in October 2013. The airport worked with FKQ Advertising & Marketing on both projects.

ACI-NA revealed the winners in 20 categories at the ACI-NA Marketing & Communications Conference in Edmonton, Alberta, Canada. This year, 56 airports submitted 287 entries, with 31 North American airports winning awards. ACI-NA President and CEO Kevin M. Burke said “The results...vividly illustrate the innovation and creativity needed in telling the important story of airports. From our large hubs to our small airports, the imagination and skill on display throughout all the entries of this year’s contest are testament to the commitment airports make to engaging and connecting with the communities that they connect to the rest of the world.”

Airport Director Noah Lagos said “I am very proud of our airport team and our partnerships. The Allegiant Air/ Tampa Bay Rays promotion was a creative and fun way to feature a leisure service airline at an easy, relaxed airport with America’s favorite pastime, baseball. Additionally, our website (www.fly2pie.com) and newsletter (Fly2PIE News) are our primary way to connect with our passengers and our community. Receiving recognition by our peers in the airport industry is very rewarding.”

The complete list of winning entries is available at <http://www.aci-na.org/2014-marcomm-contest-winners>. Photo (attached) shows Airport Air Service Development/Marketing Director Jeff Clauss receiving award from Myrna White, ACI-NA Marketing & Communications Committee Chair (left) and Johanne Gallant, ACI-NA Marketing & Communications Committee Vice-Chair (right).

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