



PRESS RELEASE

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FOR IMMEDIATE RELEASE

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SOUTHWEST FLORIDA INTERNATIONAL AIRPORT PUBLIC RELATIONS EFFORTS RECEIVE STATE AND LOCAL AWARDS

FORT MYERS, Fla. (Aug. 31, 2009) — Southwest Florida International Airport (RSW) was recognized by the Florida Public Relations Association (FPRA) for its Lee County Port Authority Employee Newsletter. The Lee County Port Authority (LCPA) received an *Award of Distinction* and a *Judges' Award in the Printed Tools: Newsletter – Four Color category* at the 2009 Golden Image Awards presented in Boca Raton, Fla.

FPRA conducts the Golden Image Awards annually to recognize outstanding public relations programs and to encourage and promote the development of public relations professionalism in the state of Florida. They have become a standard of excellence and demonstrate the best of innovation, planning and design in Florida. An *Award of Distinction* is presented to entries that meet the standard of excellence set forth by the panel of judges. A *Judges' Award* is given to an outstanding entry that achieves maximum results while using a minimum amount of money. The 2009 competition received more than 175 entries from throughout the state of Florida and was judged by the Georgia Chapter of the Public Relations Society of America/Counselors Section.

The Lee County Port Authority (LCPA) employee newsletter, *What's Up*, was created to enhance internal communications, educate employees about airport initiatives and provide a forum to acknowledge the achievements of the workforce. The newsletter is produced in-house every other month using electronic technology for distribution - making it a cost-effective, sustainable project.

Southwest Florida International Airport also received recognition at the 2009 Local Image Awards from the Southwest Florida Chapter of Florida Public Relations Association. RSW was honored with an *Award of Distinction* and a *Judges' Award in the Special Events category* for The Berlin Airlift – Honoring a Historic Friendship between the United States and Germany at Southwest Florida International Airport. The Southwest Florida Chapter of FPRA conducts the Local Image Awards annually to recognize outstanding public relations programs in Southwest Florida.

A traveling photo exhibit, "The Berlin Airlift: A Legacy of Friendship," was brought to RSW in January 2009 as part of the airport's "Art in Flight" program. Working with the Honorary Consul of the Federal Republic of Germany for Southwest Florida and the Alliance for the Arts, LCPA hosted a reception honoring six Southwest Florida Berlin Airlift veterans. The event celebrated the 60th anniversary of the

Berlin Airlift, commemorated the friendship between the United States and Germany and showcased the airport's role in facilitating international tourism and trade by having nonstop service to Germany.

Established in 1938, FPRA is the oldest public relations organization in the United States. FPRA is dedicated to developing public relations practitioners, who, through ethical and standardized practices, enhance the public relations profession in Florida. As a statewide association, FPRA boasts nearly 1,500 professional and student members, all which make up the 15 professional and 11 student chapters. For more information, visit www.fpra.org.

Southwest Florida International Airport served more than 7.6 million passengers in 2008 and is one of the top 50 U.S. airports for passenger traffic. No ad valorem (property) taxes are used for airport operation or construction. For more information, log onto www.flylcpa.com.