

News Release



**St. Petersburg-Clearwater
International Airport**

® A Pinellas County Government Service

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St. Petersburg-Clearwater International Airport (PIE) A "Tail" of Two Cities

USA3000 Airlines is celebrating its 3rd Anniversary at the St. Petersburg-Clearwater International Airport (PIE) next week. Kicking off another year of operations, USA3000, the airport, and the St. Petersburg-Clearwater Convention and Visitors Bureau are launching a new advertising promotion – a flying billboard. Mounted on the tail of a USA3000 Airbus 320 aircraft is a wrap-around photo of one of Pinellas County's gorgeous beaches with www.Floridasbeach.com on one side and the flip side highlights the airport as, "Your Gateway to Tampa Bay" with www.fly2PIE.com.

"St. Petersburg/Clearwater has a great tale to tell" says Angus J. Kinnear, Chief Operating Officer for USA3000 Airlines. Airport Director Noah Lagos adds "It's our tail of two cities, St Petersburg and Clearwater. It reflects the coming of the best of times and the best destination. We're proud to take our marketing campaign to all the airports served by USA3000."

"We are thrilled to team with USA3000 on this unique promotional idea," said Carole Ketterhagen, Executive Director of the St. Petersburg/Clearwater Area Convention & Visitors Bureau. "This is a fun, creative way to generate exposure for our brand and our destination."

USA3000 Airlines' success has generated renewed commitment to passenger comfort. This summer, their first in-flight magazine, *Roam*, debuted and October 1st marks the return of in-flight meal service. In an era of paid onboard meal service, customers will welcome this return. USA3000's new winter schedule at St. Petersburg-Clearwater International Airport includes 25 flights a week to 7 key destinations.

The flying advertisement makes its debut at St. Petersburg-Clearwater International Airport on Monday, October 9th landing at 10:40 AM and departing at 11:40 AM. For a photo opportunity and an interview with USA3000 officials, contact Michele Routh at 727-453-7879 or email mrouth@pinellascounty.org.

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