

It's a Brees, fly Laramie to Denver

The city transportation committee has a slogan to send travelers a clear message that flying is a logical choice for travel to and from Laramie — "It's a Brees, fly Laramie to Denver."

The slogan will be the focal point of a multimedia advertising campaign involving radio and newspaper ads, billboards, posters and flyers.

The campaign is aimed at increasing the number of people who fly out of Brees Field and possibly qualifying the airport for federal funding.

Rex Tippetts, Brees Field Airport manager, said, "Airports that board over 10,000 passengers a year are entitled to \$300,000 of entitlement money." He added, "The money has to be applied for each eligible year and has to be used for the air field side of the airport."

Tippetts said eligible projects could include, "additional taxiways, runway overruns, and new snow removal equipment."

Recently the city council approved funding for advertising on billboards that carry the committee's message.

The Laramie Daily Boomerang and the local commercial radio stations have each donated time and space to help the transportation committee reach the public with their message.

All three local travel agents and the two air carriers that serve Brees Field have also been asked to donate time, money, and support to the committee's project.

The, "It's a Brees, fly Laramie to Denver," campaign will continue from now until March 1989, with increased emphasis placed in December and early March.