



# MONTGOMERY

REGIONAL AIRPORT

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## NEWS RELEASE

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### **Montgomery Regional Airport Awarded Highly Competitive Grant by U.S. Department of Transportation**

**Montgomery, AL (Thursday, October 02, 2014)** – The Montgomery Regional Airport has been awarded a highly competitive grant by the United States Department of Transportation (USDOT) through the Small Community Air Service Development Program. The grant of \$200,000 will be used for a marketing campaign to promote existing air service by strengthening the airport brand and promoting local awareness. The goal is to increase enplanements and attract more service opportunities in the future.

Over 52 applications for this grant were received by USDOT from communities in 27 states. As one of only 16 communities awarded, Montgomery stood out because of its strong public-private partnership between the Montgomery Airport Authority and the Montgomery Area Chamber of Commerce.

This grant will target the marketing campaign aimed to stimulate demand and community awareness of our airport. The campaign will promote current level of air service, variety of destinations, while raising awareness of the advantages of flying locally. These include the cost savings over driving to airports outside of our area to fly, as well as the fact that increased enplanements from Montgomery Regional Airport will encourage carriers to add additional flights to more destinations, in turn making flying from Montgomery more convenient. As Alabama's Capital City Airport, MGM is focused on maintaining pace with Alabama's and the River Region's Economic Growth.

"We are proud to receive this award and excited about the launch of the upcoming campaign. We are committed to becoming the airport of choice for the River Region as Montgomery Regional Airport becomes increasingly convenient, comfortable and affordable," said Montgomery Regional Airport Director Phil Perry.

"The Montgomery Regional Airport is honored to write the next chapter in the city's public-private partnership success story, because it reflects the common desire in our community to advance the region as a premiere destination for business, work and leisure. Outstanding air service is vital to achieving success in these areas," said Chip Gentry, Vice President of Air Service Development for the Montgomery Regional Airport.

For more information on Montgomery Regional Airport and the services currently offered there please visit [flymgm.com](http://flymgm.com)

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