



California's year-round playground

February 16, 2010

Dear Fresno Community Members,

The Fresno Convention and Visitors Bureau and the City of Fresno are pleased to announce that Fresno and the surrounding area will be the featured destination in the May issue of *US Airways Magazine*, the award-winning in-flight publication of US Airways. Each month, over 5.6 million business and leisure travelers board US Airways flights, so this is a tremendous opportunity for exposure onboard the number one carrier into Fresno.

The Fresno CVB and the City will be working with *US Airways Magazine* editorial and marketing staff in developing this comprehensive editorial feature. The coverage will include 16 or more pages highlighting our vibrant tourism assets and expanding business economy. In addition, the piece will include an insight into some of our recent developments, educational institutions, rich history, arts and cultural scene, overall quality of life, events & festivals and much more.

In addition to being featured in the May issue of US Airways magazine, the *Profile: Fresno* section will also stay posted online for one year on USairwaysmag.com

We encourage you to participate and support the *Profile: Fresno* feature through submission of story ideas or through the purchase of an ad in the publication. Please contact Nicole Bordges, Business Development Manager for Pace Communications to find out more information about how to get involved. Nicole's info is Nicole.bordges@paceco.com, 310.570.8052.

We believe this is an extraordinary opportunity to expose the Fresno area to a broad national and international audience. If you have questions, please don't hesitate to contact the Fresno Convention and Visitors Bureau at 559-445-8310. We look forward to you joining our efforts on *Profile: Fresno*.

Thank you for your time.



Jeff Eben
CEO of Fresno CVB

Ashley Swearingin
Mayor of Fresno