



Media Contact:
Michael Goodman
954/730-7730 ext. 105
954-806-2869 (cell)

FOR IMMEDIATE RELEASE

THE AIR & SEA SHOW WILL NOT TAKE OFF IN 2008

FORT LAUDERDALE, FL (December 14, 2007) — With rising fuel costs and a downward economic trend, the Air & Sea Show, one of the nation's largest spectator events featuring top civilian and military performances, will not take place during 2008. A popular Fort Lauderdale tradition, the event will not be scheduled next year without the confirmation of a title sponsor.

"The event is not economically viable without a title sponsor and corporate sponsorships are not the same as they were, especially during this more sensitive economic climate," said Michael Goodman, public relations spokesperson on behalf of the Air & Sea Show. "The event producers are very proud of what they have created and brought to Fort Lauderdale, however, without a title sponsor they are unable to produce this multi-million dollar event."

The event rose to prominence 13 years ago along Fort Lauderdale's world famous beaches drawing millions of spectators to witness amazing performances by all five branches of the U.S. military. As it grew, it also brought prominence to Fleet Week as part of the exciting celebration. In addition, the event took the lead in partnering and helping local charitable organizations that make this a great place to live.

Each year, the free-to-the-public event was credited with filling hotel rooms and beachfront restaurants, as well as sparking other business opportunities that ultimately impacted the area's economic vitality.

The event commemorated National Military Appreciation Month observed each May, which honored the dedicated men and women serving our country, educated the public about each branch of the military and enhanced recruitment efforts. The greater impact of the event was that it inspired today's youth to better appreciate those who dedicate themselves to serving our country.

-MORE-

The Air & Sea Show has garnered worldwide attention to Fort Lauderdale and attracted many international, national and local companies that invested in the event and reaped the benefits of reaching a great consumer market. Past title sponsors have included Shell Oil Company and McDonald's, in addition to 50 other major participating sponsors.

"We thank the City of Fort Lauderdale, Broward County, and the many others who supported the Air & Sea Show. Everyone involved with the event should be very proud knowing that we held the torch to honor our men and women serving in the military, veterans and other true heroes that protect our freedom," added Goodman.

#