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FOR IMMEDIATE RELEASE



CONTESTS, PROMOTIONS, GIVEAWAYS AND MORE FIT THE BILL FOR THE McDONALD'S® AIR & SEA SHOW®



Event sponsors to create more brand awareness



FORT LAUDERDALE, FL (April 5, 2007) – Local and national sponsors of the McDonald's® Air & Sea Show® presented by CBS4 and Fleet Week USA® presented by McDonald's® have created exciting promotions, giveaways and more around this year's events scheduled for April 30 – May 6 in Fort Lauderdale. A first-time ticket sales program, the chance to win travel packages and more will entice consumer awareness, while promoting top national brands.



"The McDonald's Air & Sea Show continues to be a catalyst for many consumer promotions and community activities, presented by local and national corporate sponsors," said Mickey Markoff, executive producer of the McDonald's® National Salute to America's HeroesSM. "The sponsor support allows us to host a free event that reaches a huge audience, while honoring our men and women in the armed forces."



Leading up to the show, special promotions, giveaways, fundraisers, and more will provide exciting opportunities for the public as part of the McDonald's National Salute to America's Heroes:



- **Publix** – McDonald's Air & Sea Show fans can purchase tickets for \$30, which affords them with access to a beachfront chalet that includes the convenience of concessions, restrooms and the limited opportunity to separate serious spectators from the crowd. Publix will publicize this opportunity in newspaper banner ads throughout the tri-county area, and in its weekly in-store circulars. In addition, the Florida Panthers will promote ticket sales throughout the remainder of the hockey season with the help of their media partners, and via in-game promotional ties. A portion of the proceeds will benefit the Florida Panthers Foundation. To purchase tickets, visit www.nationalsalute.com or call 954-241-7934.



- **Red Baron** – The Red Baron Pizza Squadron® has joined forces with 99.9 KISS Country and South Florida Ford Dealers for the "Spot the Baron" promotion. The Red Baron Pizza Squadron will fly over Fort



Lauderdale on April 30 and May 1, and encourage listeners to call in and correctly identify where they "spotted the Barons." The winners will receive an aerobatic ride with the Red Baron Pizza Squadron, with transportation to and from the airport courtesy of your South Florida Ford Dealers.

In addition, Red Baron has partnered with WFTL 850 AM and Sawgrass Mills to offer even more exciting opportunities for the public. Spectators may visit the Red Baron Static Airplane display at Sawgrass Mills from April 21 – 29, where they can register to win an aerobatic ride with the Red Baron Pizza Squadron, as well as experience a WFTL 850 AM live broadcast and promotional giveaway.

- **Greater Fort Lauderdale Convention and Visitors Bureau** – The Greater Fort Lauderdale Convention and Visitors Bureau is hosting an online contest, offering a premier McDonald's® Air & Sea Show® VIP experience including two VIP tickets to the Show on May 5 with round-trip airfare on American Airlines, a three-night stay at the Holiday Inn Fort Lauderdale Beach, a four-day rental from Thrifty Car Rental and two official McDonald's Air & Sea Show hats and t-shirts. The winner will also receive two tickets to the McDonald's® National Salute to America's HeroesSM Concert featuring Travis Tritt at the Seminole Hard Rock Hotel & Casino in Hard Rock Live on May 3.
- **Miller Brewing Company** – As the public visits participating 7-11, Mobile and Shell retail locations, they will be invited to register to win a Miller Lite VIP Package, which includes a two-night stay at the Holiday Inn Fort Lauderdale Beach, two tickets to the McDonald's National Salute to America's Heroes Concert featuring Travis Tritt at the Seminole Hard Rock Hotel & Casino in Hard Rock Live, two passes for the Publix Preferred Seating Area at the McDonald's Air & Sea Show and one Muvico Theaters "Movie for Two" package, valid for one year of free movies. Also, Miller Lite has partnered with Publix to create a McDonald's Air & Sea Show themed display, in addition to military-inspired point of purchase materials at select Publix stores.
- **Florida Coca-Cola Bottling Company & American Airlines** - Consumers can enter for a chance to fly anywhere within the continental U.S., compliments of American Airlines, or sail away with SeaEscape® by visiting Coca-Cola displays at participating Chill Stop locations across South Florida. One grand prize winner will receive two round-trip tickets on American Airlines, while 10 first prize winners will receive two SeaEscape day or night cruise tickets.
- **South Florida Ford Dealers** - Participating South Florida Ford Dealers will offer consumers the chance to enter to win an ultimate McDonald's Air & Sea Show experience. One grand prize winner will receive a weekend stay at the Holiday Inn Fort Lauderdale Beach, located at the heart of the McDonald's Air & Sea Show, along with complimentary food and beverages for the weekend. One first prize package includes tickets to the Publix Preferred Seating Area and a VIP parking pass, while a second prize package will provide an avid fan with a Red Baron Pizza Squadron aerobatic ride.
- **CBS4 & MY33** - CBS4 and MY33 will each air the McDonald's Air & Sea Show pre-event show. Footage is set to air on WFOR, CBS4 on April 28 at 7 p.m., and on WBFS, MY33 on April 29 at 1 p.m.
- **The Miami Herald** – On May 3, The Miami Herald will distribute over 180,000 copies of the McDonald's Air & Sea Show special section, wrapped in a commemorative poly

bag. In addition, Herald Hawkers will distribute 20,000 promotional cards for the two weekends leading up to the McDonald's[®] Air & Sea Show[®].

- **BankAtlantic** – As part of its “Red Friday” promotion on May 4, participating BankAtlantic locations will distribute McDonald's Air & Sea Show posters to customers.
- **Muvico Theaters** – Muvico Theaters will assist in promoting the events by including a slide on theater screens at Muvico Paradise 24 in Davie, Palace 20 in Boca Raton, Hialeah 14 and Pompano 18 throughout the month of April.
- **Thrifty Car Rental & Dollar Rent A Car** - While supplies last, Thrifty Car Rental and Dollar Rent A Car are offering 5% off a rental, and an official McDonald's[®] National Salute to America's HeroesSM pin when reserving a vehicle on-line for pick-up May 1 – May 31.

Additional sponsors include: 9 Lives MMCR, A Joy Wallace Catering Production, American Airlines, BankAtlantic, BKTT Limousine, Broward County Transit, Burton Imaging Group, City of Fort Lauderdale, Coastal Wine & Spirits, Dollar Rent A Car, FedEx, Florida Coca-Cola Bottling Company, Florida Lottery, JM Family Enterprises, Inc., Lamar Transit Advertising, Lucas Oil Products, McDonald's USA, Metro Signs, Inc., Miami Executive Aviation, Miller Brewing Company, Muvico, Publix, Saab Automobile USA, Seminole Hard Rock Hotel & Casino, South Florida Ford Dealers, Southern Wine & Spirits, Sprint Nextel Corporation, Team IP/Mark Scot, Team Oracle, Thrifty Car Rental, Van Dee Services, Volvic Natural Spring Water, Waste Management and Wood Business Products, Inc.

Media sponsors include: 99.9 KISS Country, CBS 4, MY33, Comcast Spotlight, The Happy Times Newspaper, The Miami Herald, Power 96, Sports Radio 560 WQAM, Van Wagner Aerial Media and WFTL 850 AM.

The McDonald's Air & Sea Show, May 5-6, 2007, and Fleet Week USA[®] presented by McDonald's[®], April 30 – May 6, 2007, as part of the McDonald's[®] National Salute to America's HeroesSM, pays tribute to the brave men and women who serve in all five branches of our armed forces. Since its inception in 1995, the show's goals have been to encourage patriotism, assist the U.S. military in recruiting efforts, generate national exposure and revenue for sponsors and showcase South Florida with a world class event. The show is the official kick-off to National Military Appreciation Month held each May.

For more information, visit www.nationalsalute.com.

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