



February 2010

Dear Greater Omaha community partners:

We are excited to announce that Omaha will be featured in Southwest Airlines' award-winning *Spirit* magazine in May 2010. This 32+ page special editorial section, "**Meet Omaha**," will reach 3.2 million sophisticated, upscale consumers and business leaders who fly on Southwest Airlines. Southwest is the number one domestic airline in passenger traffic as well as the market leader in and out of Eppley Airfield. The feature will showcase Omaha as a great place to live, work and visit!

Spirit selected Omaha because it has recognized our growth as a destination for both visitors and businesses. The excitement continues to grow with Omaha consistently ranking high on many of the top national lists. In May, the national media has its eyes focused on our city because of the annual Berkshire Hathaway meeting, so it's an ideal time to tell the rest of our story.

Ours is an amazing story to tell – one that should be shared with the nation. Just look at a few of Omaha's most recent successes: the impressive Midtown Crossing at Turner Park; the state-of-the-art Ray & Joan Kroc Corps Community Center; TD AMERITRADE Park Omaha, rising up near Qwest Center Omaha; and the Institute for the Culinary Arts. The list goes on with construction and business expansion in all quadrants of Greater Omaha.

Let's build on Omaha's visibility! Southwest Airlines is providing a chance to do just that. We encourage your involvement in this project by welcoming the *Spirit* editorial and marketing teams to the Greater Omaha area. Their staff will be seeking substantive input to help tell our story, as well as providing a dynamic marketing vehicle for the arts, attractions and businesses that want an outstanding advertising exposure linked to the Omaha feature.

Please contact Chris Denby (chris.denby@paceco.com), who represents *Spirit*, to purchase advertising and suggest editorial content. Many of you may remember Chris. He and his company, Pace Communications, worked with us on the United Airlines *Hemispheres* magazine feature on Omaha in 2006.

For more information about the project, contact Karla Ewert, at the Greater Omaha Chamber (kewert@omahachamber.org) or Deborah Ward at the Omaha Convention and Visitors Bureau (DWard@visitomaha.com). We look forward to you joining our efforts to help tell the story of Omaha's amazing success.

Regards,

A handwritten signature in black ink that reads 'David G. Brown'.

David G. Brown
President and CEO
Greater Omaha Chamber

A handwritten signature in black ink that reads 'Dana Markel'.

Dana Markel
Executive Director
Omaha Convention and Visitors Bureau

OmahaChamber.org

VisitOmaha.com