

SAN DIEGO COUNTY
REGIONAL AIRPORT AUTHORITY

PUBLIC & COMMUNITY RELATIONS
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Shamu, the Padres Friar, Johnny Thunder and Bamboo Bear star in new security tips info-tainment video at San Diego International Airport

SAN DIEGO — July 1, 2008 The San Diego County Regional Airport Authority has added a new customer service feature at San Diego International Airport. An info-tainment video, "San Diego International Airport's TSA Security Reminders," is now playing at all terminal security checkpoints to entertain and educate the traveling public.

Created by the Airport Authority, the video features popular San Diego attraction mascots, TSA members and travelers demonstrating important Department of Homeland Security rules in entertaining one-minute vignettes:

- The San Diego Zoo's Bamboo Bear reminds viewers about the importance of presenting identification with a ticket and the rules about carry-on luggage, strollers and children.
- The San Diego Padres Friar demonstrates security procedures for electronic and medical devices and metal jewelry, change, piercings and keys.
- Johnny Thunder from LEGOLAND® informs viewers about dressing for travel, including removing shoes as part of the security inspection process.
- Sea World's Shamu makes sure travelers understand rules governing prohibited items, sharp objects, 3-1-1 liquids and zip-top bags and exempt liquids.

"San Diego International Airport provides travelers with the first and last impressions of the region," said Thella F. Bowens, President/CEO, San Diego County Regional Airport Authority. "Being reminded of important TSA security regulations by San Diego's most beloved residents adds to the positive experience of traveling in and out of Lindbergh Field."



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The video premiered today at 11:00 a.m. at the Commuter Terminal security checkpoint. Bamboo Bear, Johnny Thunder, the San Diego Friar and Shamu were on hand to recreate some of the highlights of their performances in the new security tips video.

“The initial comments from our customers have been positive, and the video has been a big hit with children,” said Bowens. “This is a fun way to educate the public about important security procedures.”

The San Diego County Regional Airport Authority was established by state law to operate San Diego International Airport and to address the region’s long-term air transportation needs. San Diego International Airport — funded through user fees and not local taxes — served some 18.3 million passengers in 2007.

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