

NEWS RELEASE

SAN DIEGO COUNTY REGIONAL AIRPORT AUTHORITY



PUBLIC & COMMUNITY RELATIONS
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FOR IMMEDIATE RELEASE

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San Diego International Airport celebrates its 80th Anniversary with community festival and 30 days of special events

SAN DIEGO, August 15, 2008 — San Diego International Airport (SDIA) is inviting the public to help celebrate its 80th Anniversary with a festive community event for all ages, the *SAN Skyfaire*, followed by 30 days of special, interactive events for the public—all focused on the airport’s role in the region and its commitment to sustainability. In February 2008, the airport became one of the first in the nation to adopt a formal sustainability policy.

SAN Skyfaire will take place Saturday, August 16 from 10:00 a.m. to 3:00 p.m. at the NTC Promenade in Liberty Station. The community celebration will feature music, dance, food, educational booths, children’s art, free kites, displays on “ways to live green,” Skyfaire wristbands, tree seedling giveaways and more.

At noon, a Proclamation from San Diego Mayor Jerry Sanders will be read and remarks presented by Airport Authority Board Member Bruce Boland and Airport Authority President/CEO Thella F. Bowens, followed by free birthday cake for all in attendance.

From August 16 through September 14, a variety of interactive and educational opportunities will take place for the public to learn more about the role that SDIA has played in the region for 80 years and its commitment to sustainability. Please see the attached schedule of events. For more information and updates, visit www.san.org.

The San Diego County Regional Airport Authority was established by state law in 2003 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 and generates some \$10 billion in annual economic impact for the region.

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San Diego International Airport 30 Days of Blue Schedule August 16 – September 14, 2008

- August 16 – **SAN Skyfaire** community celebration. NTC Promenade @ Liberty Station. 10:00 a.m. – 3:00 p.m. For more information, go to www.san.org and click on “30 Days of Blue.”
- Every day (August 17 – September 14):
 - **Green Tips on the Web** – new hint featured every day at www.san.org.
 - **30 Days of Sustainability** – different Airport Authority sustainability initiative featured each day on the Web at www.san.org.
 - **30 Days of Blue “green tips”/sustainability cards** – handed out daily to passengers at visitor information booths, Summer Fun & Terminals to Tarmac tours.
- August 18–26 – **SDIA Electronic & Universal Waste Collection Event**. For more information: (619) 400-2795.
- August 18 – The airport’s employee blog, the Goodwill Ambassablog (www.ambassablog.com) will present a **special video post** on how the Airport Authority is protecting the California Least Tern, an endangered species that nests at SDIA.
- August 21 & 22; September 11 & 12 – Special **Terminals to Tarmac Tours** will cover sustainability initiatives at the airport. Go to www.sanplan.com and click on “Get involved.”
- August 24 & 28 – **Summer Fun at SDIA** will feature special environmental spinning wheel. 10:00 a.m. - noon, Terminals 1 & 2 baggage claim areas.
- August 24 – **30-minute documentary** – *A Piece of the Sky: San Diego and its Airport* – airs on NBC 7/39 at 6:30 p.m. (just before the 2008 Summer Olympics closing ceremonies). The documentary highlights significant events in the history of the airport and the region, showing how each has benefited from the other’s evolution and change. With rare historical footage of the airport and the city from as early as 1883, dramatic modern photography and interviews with a 17-year airport veteran, key business and civic leaders and travelers. The documentary is also scheduled to air on COX Channel 4 from August 31 to September 28. It will air four times, following the San Diego Padres games on August 31 and September 7, 14 and 21. It will also be available on COX Video on Demand beginning August 25.



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- September 13 – **SeaWorld Electronic & Universal Waste Collection Event** (cross-promoted with *30 Days of Blue*). 8:00 a.m. - noon. SeaWorld east parking lot (H1). For more information: www.SeaWorldSanDiego.com.
- September 14 – The airport's employee blog, the Goodwill Ambassablog (www.ambassablog.com) will present as special post closing out *30 Days of Blue*.

For updates to this schedule, visit www.san.org after August 17, 2008.



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