

FOR IMMEDIATE RELEASE

## **Airport's Video Showcases 'The Love'**

*(Nanaimo, B.C., March 9, 2016)* Central Island residents have been demonstrating sky-high levels of passion for travel to Edmonton, in Nanaimo Airport's "Show Your Love" campaign. In about a month's time over 1,200 residents have "Shown Their Love" and support for this route through sharing their stories on [showyourlove.nanaimoairport.com](http://showyourlove.nanaimoairport.com), engaging on [Facebook.com/FlyYCD](https://www.facebook.com/FlyYCD), and following the new [@FlyYCD](https://twitter.com/FlyYCD) Twitter account.

At the end of January, WestJet made the difficult decision to redeploy three of its aircraft in the fleet. A number of cities in several western provinces were affected by route cancellations and frequency reductions, including the Nanaimo to Edmonton flight.

"We are overwhelmed by the support we have received so far through the campaign," says Airport CEO Mike Hooper. "We are hopeful the strong outpouring will demonstrate to air carriers that they'll have a huge demand for this route again."

Residents most often cite family and work connections as the reason for their desire to have a direct flight again between the two cities.

The airport team has started compiling all the "love" to share with air carriers to discuss reinstatement of this popular route. The first step was to create a 60 second video, shot on March 4, the last day of the non-stop service.

"The video illustrates the outpouring of emotional connection Central Island residents have for this service," explains Hooper. The video can be viewed on YouTube at <https://youtu.be/IMizHbb-tr0>

Residents can still express their "love" in a number of ways:

- To share their personal story and connection as why travel to Edmonton is important to them at <http://showyourlove.nanaimoairport.com/>
- To post the "Show Your Love" icon on their social media pages with a story of the trip or connection to share with their friends
- And to engage with the airport on Facebook and Twitter

Central Island residents will be able to continue to fly to Edmonton via connections in Calgary or Vancouver.

**About Nanaimo Airport (YCD):**

Nanaimo Airport (YCD) is a 10-minute drive south of downtown Nanaimo on 224 hectares (550 acres), which includes the nearby Cottonwood Golf Course. YCD is a not-for-profit authority owned by the Nanaimo Airport Commission. Vancouver Island's third largest airport, Nanaimo Airport serves a primary central Vancouver Island area with a total population base of approximately 250,000. The YCD service area extends north from Nanaimo to Qualicum, west to the Alberni-Clayoquot Regional District, and south to Duncan and the Cowichan Valley. YCD is ideally situated as the most convenient departure/arrival point for customers from the mid-Island area.

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