



NEWS RELEASE

Date: December 2, 2009

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Southwest Airlines *Spirit* magazine to feature Midland/Odessa area

(Midland/Odessa, Texas) - Southwest Airlines *Spirit* magazine announced that it will highlight the Midland/Odessa region as part of its business series in the February 2010 issue. The magazine reaches about 3.2 million affluent business and leisure travelers who use the airline to travel to more than 65 cities, 33 states and 3,400 flights a day.

Pace Communications, which publishes the magazine, estimates that the business feature on the Permian Basin region will be "quite comprehensive in depth and scope of coverage," and approximately 16-24 pages in length. This will be the first time our region is highlighted in the magazine, and will be devoted to showcasing growth in economic development and commerce, culture and quality of life, academic institutions and healthcare advances. This special section will also promote the outstanding opportunities that the Midland/Odessa communities offer to businesses and individuals who call it home.

Businesses interested in advertising in the February issue highlighting our region should contact Ellynn Adoue, Senior Account Manager, at ellynn.adoue@paceco.com or 940-483-9223.

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