



## NEWS RELEASE

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### **Southwest Airlines *Spirit* Magazine to Unveil Midland/Odessa Feature**

(Midland/Odessa, Texas) – On Thursday, January 28, at 10:00 a.m., Pace Communications, publishing company of *Southwest Airlines Spirit* magazine, will unveil the 24-page feature on the Midland/Odessa region in its February issue. The press conference will take place at Atmos Energy's Robert Earl and Sally Fischer Community Room, 2304 Loop 40, Midland, Texas 79706.

"We selected Midland and Odessa as a result of common misconceptions associated with the state," explains Carsten Morgan, director of Special Projects for Pace Airline Media, which publishes the magazine. "The reality of economic development initiatives and the diversity of the industrial/commercial sector are far more interesting than the perception. This is an untold story that truly is enlightening to our affluent and influential audience," Morgan said.

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.

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