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**For Immediate Release:**

**Northwest Florida Beaches International Airport Awards Marketing Contract**

**PANAMA CITY, FL (November 23, 2016)** – The Airport Authority board at Northwest Florida Beaches International Airport (ECP) has awarded a three-year contract to incumbent firm, Moore Communications Group (MCG), for advertising, marketing, and public relations services.

The board announced the decision at the November board meeting. MCG will create and execute a targeted integrated communications strategy for the airport focused on increasing enplanements within the Northwest Florida region.

MCG is a nationally ranked integrated communications firm based in Northwest Florida approaching client challenges using tailored marketing solutions custom curated from a mix of more than 12 services including branding, public relations and advertising. MCG also offers specialty services including branding, digital, and multicultural communications that shape opinions, shift behaviors and incite action.

"After reviewing all proposal responses, the committee ultimately chose Moore Communications Group based on their strong proposal response, as well as prior experience and results with our airport," said Parker W. McClellan, Jr., Executive Director at the airport. "Their strength to create exceptional, targeted campaigns for our airport makes them the perfect partner for ECP."

MCG will continue executing this year's integrated communications strategy, and begin developing a 2017 communications plan immediately.

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**About Northwest Florida Beaches International Airport**

Northwest Florida Beaches International Airport (ECP) offers some of the region's lowest average airfares and is located less than 30 minutes from Panama City Beach, Panama City and the beaches of South Walton. Today, with service from Delta, Southwest, and United, ECP provides daily flights to worldwide destinations, including nonstop flights to Atlanta, Baltimore, Houston, Nashville, St. Louis, and Dallas. The first international airport to be built in more than a decade, ECP provides Northwest Florida communities with first-class facilities and was strategically developed for major economic development opportunities. ECP is THE gateway to visitors seeking Northwest Florida's famous beaches.