

# **NEWS RELEASE**

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## **Nevada's Economic Development Agencies Team Up to Take Nevada's Message to the Sky in June**

***Delta Air Lines' Sky Magazine will feature 30-page Nevada supplement  
and reach millions of business and leisure travelers***

(Las Vegas) – Several of Nevada's top voices for economic development – the Nevada Commission on Economic Development, Nevada Development Authority, the Economic Development Authority of Western Nevada, and Nevada Commission on Tourism – have joined together in a first-time effort to reach millions of business and leisure travelers throughout the nation.

In June, Delta Air Lines' popular *Sky* magazine will publish a 30-page feature on Nevada, including pertinent information and articles on the state's premier business climate, the healthcare industry, higher education, lifestyle and entertainment. Well-known Nevada residents were also interviewed for the issue, including Gov. Brian Sandoval, Las Vegas Mayor Oscar Goodman, UFC President Dana White, David Copperfield and Krys Bart, CEO Reno-Tahoe International Airport.

"This is a 'win-win' for the state," said Nev. Lt. Gov. Brian Krolicki, who chairs the Nevada Commission on Economic Development and Nevada Commission on Tourism. "The more our agencies can join together to promote our positive messages about Nevada, the stronger our communities will become."

NDA President and CEO Somer Hollingsworth echoed his thoughts: "This special supplement on Nevada is a strong way for us to highlight our state's offerings to business clientele that could consider a move here. This feature will get into the hands of decision-makers who ultimately could relocate or expand their companies to our state. It's a great tool and an asset to our current economic diversification efforts."

The Nevada feature in *Sky* magazine will be unveiled at an invitation-only event on May 25 at Comme Ca at Cosmopolitan. Speakers at the event include Lt. Gov. Krolicki; Chuck Alvey, CEO, Economic Development Authority of Western Nevada; Gail Grimmett, Delta Air Lines, senior vice president--New York; and Marialice Harwood, publisher, *Sky* magazine.

Delta Air Lines carries more customers annually than any other airline, and Delta's *Sky* magazine is the world's most-read onboard magazine reaching an estimated 5 million readers monthly with an average household income of \$125,000. Delta is also the largest international carrier out of McCarran International Airport in Las Vegas. Aside from the distribution of the supplement on all the Delta carriers, the economic development agencies and other business organizations will be given hundreds of run-off copies to use towards other marketing efforts.

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