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**FOR IMMEDIATE RELEASE**

## **Colorado Aviation Business Association Declares First “Aviation Saves” Open House an Overwhelming Success**

*Stronger Ties Forged with Colorado Communities, Businesses and Government*

**Englewood, CO – May 18, 2010** – Thanks to the tireless efforts of dozens of volunteers, as well as the support of 49 corporate sponsors, the Colorado Aviation Business Association’s (CABA) first-ever “Aviation Saves” Open House exceeded its goal of raising awareness about the important contributions business and general aviation make to the economies and communities of Denver and the state of Colorado.

Held April 28 at the Centennial InterPort - XJet & Signature facilities at Centennial Airport in Englewood, Colorado, the event’s theme: “Aviation Saves ...Lives ...Jobs ...Communities ...Businesses ...Economies” played well to members of the local community, as well as business and government leaders. In all, the event attracted nearly 1,000 attendees, including about 350 people who attended the Industry Luncheon just prior to the event.

“CABA is extremely proud to have put on such a wonderful event, bringing together so many people not only from within our industry, but also from the surrounding community, to learn about how *Aviation Saves*,” said David Purvis, CABA Chairman. “Our goal was to educate the community on the many ways in which business and general aviation save lives, save jobs, promote business growth, generate economic stimulus, support local communities, and serve as a lifeline to many of the rural areas throughout our state.”

“Aviation Saves” partner associations included the National Business Aviation Association (NBAA), the General Aviation Manufacturers Association (GAMA), the National Air Transportation Association (NATA), and the “No Plane No Gain” and GA Serves America national advocacy campaigns.

The “Aviation Saves” Open House featured static displays of various aircraft and support equipment that contribute to saving through aviation. In addition, visitors were able to view airplanes and helicopters used by a wide variety of first-responders and community service providers, including aero-medical programs, organ transplant organizations, forest service, firefighters, business aviation, law enforcement, relief operations, patient transport, border protection and more.

### **Ties Strengthened with Political Leaders**

Positive repercussions from “Aviation Saves” already are being felt through closer ties between general/business aviation and state and local political leaders.

“Representative mayors, county and airport commissioners, and several state representative staffers were in attendance,” said Iver Retrum, CABA Membership Director and

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Chairman Emeritus. “We were able not only to educate them about the benefits business and general aviation bring to the state’s economy, but also discuss the importance of the GA Caucus.”

Among those leaders offering their support of the Caucus as a result of “Aviation Saves” is Congressman Mike Coffman (R-CO).

“I am proud to join and support the General Aviation Caucus,” Coffman said. “The general aviation industry plays an important role in the American economy. It supports more than one million jobs, and acts as a transportation lifeline to many communities throughout the country. General aviation also supports critical missions like humanitarian relief and medical services. I look forward to working with my colleagues in Congress to support the industry’s legacy.”

### **Aviation Saves Industry Luncheon**

CABA hosted an industry luncheon just prior to the start of the event for aviation-related businesses, industry professionals, CABA members and media representatives. The roughly 350 attendees heard about the current state of general and business aviation, as well as the future of the industry, and how those in the business can be advocates on behalf of aviation.

Speakers were: Ed Bolen, President and CEO of NBAA; Jack Pelton, Chairman, President and CEO, Cessna Aircraft Company; Pete Bunce, President and CEO of GAMA, and Jim Coyne, President of NATA.

“NBAA was proud to be a sponsor of CABA’s ‘Aviation Saves’ Open House, and I personally enjoyed the opportunity to address the sizable crowd at the industry luncheon just prior to the start of the event,” said Bolen. “Events such as this help us take the ‘No Plane No Gain’ theme to the grassroots level and demonstrate the value of business aviation to people in local markets.”

Pelton agreed, adding: “This event is a model for other aviation communities to show their neighbors the far-reaching impact general aviation has on the local economy and across our nation. The success of the CABA event was indicative of the passion and commitment of the Colorado aviation community, and it was great to be a part of it.”

The event demonstrated how a grassroots association, comprised of entirely volunteer staff, can come together to support the industry not only in Colorado, but throughout the nation. “It is our hope that this is the first of many events of its kind, and we look forward to more of them here and elsewhere,” said Purvis.

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### **About CABA:**

*The Colorado Aviation Business Association, formerly Centennial Airport Business Association (CABA), was formed to support the growing need for advocacy from aviation businesses in and around Colorado. In recent years, CABA has seen substantial growth in membership, activism, and community presence. Thanks to the current Board of Trustees, and the involvement of the membership, CABA has become a valued and trusted resource for the local aviation community. Additional information on CABA is available at [www.myCABA.org](http://www.myCABA.org).*