For Immediate Release
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BROOKS ANNOUNCES NEW "ROC" AIRPORT LOGO

Monroe County Executive **Maggie Brooks** tonight was joined by Greater Rochester International Airport (ROC) Director Michael A. Giardino and Delta Air Line representatives during pre-game events at Frontier Field to unveil a new airport logo.

"I'm honored to have the privilege of unveiling the new Airport logo for the very first time to thousands of Monroe County residents and their families," said **Brooks**. *"This new image represents the many attributes that make our airport one of the best in the United States. The design originated from our Fly ROC initiative and accurately portrays the Airport's core mission of providing an efficient, high-quality travel experience for our residents and global neighbors alike."*

The announcement took place just prior to the opening pitch at the Rochester Red Wings' home game vs. the Empire State Yankees. Throughout the game the new airport logo was featured on the stadium's screen. The Airport partnered with the Rochester Red Wings and Delta Air Lines to host a promotion to give away two free tickets to a Yankee Game including round-trip air travel and a hotel stay fans at the game.

"Tonight, ROC truly is, one lucky fan's ticket to the big leagues," said Giardino. *"Our Airport is in the midst of exciting changes. Improvements to the ticketing lobby, a new concession and the confirmation of intent that Southwest Airlines will maintain operations in ROC as they convert over AirTran Airways' operations are just a few. The new ROC logo will serve the future of this Airport well."*

The main design element in the new logo incorporates the International Civil Aviation Organization (ICAO) airport code KROC. The first letter in the airport code is the country code, "K" means United States. Dropping the "K", the new logo becomes the familiar ROC passengers recognize on their boarding passes & luggage tags. Following is the new logo, designed in-house by Monroe County's graphic designer.

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In 2011, passenger boardings at ROC totaled 1,209,746, while total passenger traffic for the year was over 2.4 million. The Airport is responsible for creating and sustaining 10,000 jobs, generating $295 million in income and contributing over $800 million to the local economy each year.

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