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MILWAUKEE'S MITCHELL INTERNATIONAL AIRPORT UNVEILS REBRANDING, NEW AD CAMPAIGN TO TAKE YOU "WHEREVER YOUR HEART DESIRES"

MILWAUKEE (September 6, 2016) – Milwaukee County's General Mitchell International Airport (MKE) is launching a new rebranding and ad campaign, "Wherever Your Heart Desires," to continue to spread the message that for travelers in Wisconsin and northern Illinois, MKE is the choice airport offering friendly, personal service, with an easy curb to gate experience.

At the "heart" of the campaign is MKE's route map featuring the 37 nonstop cities served by the airport's eight airline partners, including Air Canada, Alaska, American, Delta, Frontier, OneJet, Southwest and United. The route map is centered on the heart of passengers throughout the airport, connecting the audience to the reason they travel, whether it is for business, friends or family.

"The rebranding process began in 2015 with extensive traveler research and focus groups in Wisconsin and northern Illinois," said County Executive Chris Abele. "MKE has long been known as the easy travel airport for Wisconsin and northern Illinois travelers, offering the perfect mix of convenience, nonstop flights to 37 destinations, cost savings and affordable on-airport parking. The new ad campaign looks to build on that by connecting with travelers on a personal level. Once travelers try MKE and experience the alternative to stress and long waits in Illinois airports, they keep coming back."

Created by a local Milwaukee marketing agency, the ad campaign features local talent to create a connection to Milwaukee and Wisconsin, including local radio icon Carole Caine. The ads build on both the local connection for Wisconsin travelers, as well as the growing awareness of MKE's comfort and convenience for Illinois travelers.

The campaign also includes a tweak to the airport's logo which keeps the iconic look of the logo, but adds the letters "MKE", the airport's designation used by many travelers when researching and booking flights online.

The public will begin to see the new ad campaign as it is rolled out in the coming weeks. Future plans include a redesigned, fully responsive web site later this year.

For downloadable samples of a selection of the new campaign materials including print and radio spots, media can visit <http://mitchellairport.com/advertising>.

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Mitchell Airport offers nonstop flights to 37 destinations coast-to-coast, and easy one-stop connections to 160 international destinations. MKE is served by Southwest, Delta, American, United, Frontier, Alaska, Air Canada, and OneJet. The nonstop cities map can be found at www.mitchellairport.com.

General Mitchell International Airport is owned by Milwaukee County and operated by the Department of Transportation, Airport Division, under the policy direction of the Milwaukee County Executive and the County Board of Supervisors. The airport is entirely funded by user fees; no property tax dollars are used for the airport's capital improvements or for its day-to-day operation.

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MILWAUKEE >> TO WHEREVER YOUR HEART DESIRES.
You have dreams to go and places to see, and you want to make sure you have the best way to get there. Our nonstop flights to 37 cities make it so easy to get to the places you want to go. And with our one-stop connections to 160 international destinations, you can get to wherever you want to go. **MILWAUKEE**



MILWAUKEE >> TO ANYWHERE YOUR HEART DESIRES.
At MKE, we have more than 37 cities to choose from. And with our one-stop connections to 160 international destinations, you can get to wherever you want to go. And with our nonstop flights to 37 cities, it's so easy to get to the places you want to go. **MILWAUKEE**



MILWAUKEE >> TO ANYWHERE YOUR BUSINESS TAKES YOU.
For many businesses, getting to the right place is what makes the difference. At MKE, we have more than 37 cities to choose from. And with our one-stop connections to 160 international destinations, you can get to wherever you want to go. **MILWAUKEE**

