

## Southwest Airlines Magazine to Feature Spokane Region in August

*By Greater Spokane Incorporated*

*Dated: May 27, 2009*

*Southwest Airlines will feature Spokane in its August issue of its in-flight magazine, Southwest Spirit.*

(Spokane, Wash.) - Southwest Airlines Magazine will highlight the Spokane region as part of its business series in the August 2009 issue of its in-flight magazine, Southwest Spirit. The magazine reaches about 3.2 million affluent business and leisure travelers who use the airline to travel to more than 65 cities, 33 states and 3,400 flights a day.

Pace Communications, which publishes the magazine, estimates that the business feature on the Spokane region will be approximately 20-30 pages in length. This will be the first time our region is highlighted in the magazine, and will be devoted to showcasing growth in economic development and commerce, revitalization of the urban cores, emerging technologies and innovation, academic institutions and healthcare advances. This special section will also promote the outstanding opportunities and quality of life that our region offers to businesses and individuals who call it home.

Businesses interested in advertising in the August issue highlighting our region should contact Traci Pelter at [traci.pelter@paceco.com](mailto:traci.pelter@paceco.com) or 281.778.6536.

### About Pace Communications:

For thirty-five years, Pace Communications has been a leader in customized content. With dedication to excellence, Pace helps leading corporate clients develop successful branded editorial strategies and achieve unparalleled marketing and communication prominence. Its staff of more than 200 professionals produces award-winning work in a variety of media, including magazines, Web, catalog, book, video and e-commerce. Founded and owned by Bonnie McElveen-Hunter, the current chair of the American Red Cross, Pace is based in Greensboro, N.C.

### About Greater Spokane Incorporated

Greater Spokane Incorporated is committed to accelerating regional economic prosperity throughout the Spokane region. Your Regional Chamber and EDC, GSI is funded by more than 1500 private-sector member investors; Washington State; Spokane County; and the cities of Spokane; Spokane Valley; Liberty Lake; Cheney; Airway Heights; Medical Lake; Newport and Millwood. For more information, visit [www.greaterspokane.org](http://www.greaterspokane.org) or contact us at 509-624-1393 or 1-800-SPOKANE.

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Greater Spokane Inc is committed to accelerating regional economic prosperity throughout region.

We concentrate on the five key areas of economic & workforce development, public policy, business resources, & marketing and communications.

Category Business, Travel, Tourism

Tags spokane, southwest airlines, southwest spirit, pace communications, august

Email [Click to email author](#)  
Phone 509-321-3611  
Address 801 W. Riverside, Suite 100  
Spokane, WA  
City/Town Spokane  
State/Province Washington  
Zip 99201  
Country United States