



NEWS RELEASE

United States Air Force

314th Airlift Wing Public Affairs

314 AW/PA
1250 Thomas Avenue, Suite 160
Little Rock AFB, AR 72099

Phone: (501) 987-3601
Fax: (501) 987-6978

Release Number: 04-07-01
Date: April 7, 2004

FOR IMMEDIATE RELEASE

2004 Little Rock AFB Airshow/Community Celebration—Commercial Sponsorship

LITTLE ROCK AIR FORCE BASE, Ark. – Little Rock Air Force Base will celebrate the “**Heroes of the Heartland**” at its annual airshow and community celebration here, June 5-6.

The 314th Services Squadron marketing department has a limited number of corporate sponsorships available to private establishments in the greater Little Rock area.

The commercial sponsorship program allows businesses supporting Little Rock AFB events to enjoy advertising and product promotional opportunities on the base. The program also allows companies to present literature, displays, banners and product sampling. This is an excellent opportunity for local firms to gain exposure to an estimated 200,000 military and civilian visitors.

AIRSHOW 2-2-2-2

Businesses interested in becoming a sponsor for the open house should contact Nikki Jackson, sponsorship coordinator, at 987-8245 between 7:30 a.m. and 4:30 p.m. Monday through Friday or click over to www.lrafb sponsorship.com on the Internet.

This year's theme, "**Heroes of the Heartland**," will pay special tribute to the men and women of the United States who defend our country each and every day in the Global War on Terrorism.

This year's airshow gives the base an opportunity to showcase its mission as the world's largest C-130 training base, dazzle spectators with amazing aerial events, and display the team effort that goes on at home to defend our great Nation every day.

Come join the fun and excitement as we celebrate the **Heroes of the Heartland!** For more information about the airshow and community celebration, visit the base's website at www.littlerock.af.mil.