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## ***Cleveland National Air Show takes top honors***

*Air Show named civilian show of year by U.S. Air Force Thunderbirds & earns top marketing award from the International Council of Air Shows*

**CLEVELAND, OH (DEC. 13, 2011)**—The Cleveland National Air Show took home top honors at the recent International Council of Air Shows convention in Las Vegas.

The Cleveland National Air Show was named the 2011 Civilian Show Site of the Year by the U.S. Air Force Thunderbirds. This coveted award is presented to the show site that best supports the mission of the Thunderbirds. As Air Force ambassadors, the Thunderbird team strives to showcase the integrity, selfless service and excellence embodied by American airmen everywhere.

The Cleveland National Air Show also placed first for the Best Overall Air Show Marketing Plan in 2011. The award is designed to recognize outstanding achievement in marketing by ICAS members. The Best Overall Air Show Marketing plan category assessed the overall quality and effectiveness of an air show's marketing plan including the marketing budget, marketing tools, leveraging/bartering for media, cross-promotions, integration of social media and data/statistics to quantify impact.

The ICAS Convention is the single largest gathering of air show professionals in the world and includes civilian and military delegates from the U.S., Canada, Germany and Brazil. The awards given at the ICAS Convention represent the most prestigious in the air show industry.

For more information, please visit [www.clevelandairshow.com](http://www.clevelandairshow.com) or call (216) 781-0747. The Cleveland National Air Show presented by Discount Drug Mart is produced by Cleveland National Air Show, Inc. a not-for profit Ohio corporation.