



**FOR IMMEDIATE RELEASE**

Contact: Kelly Luecke

[Kelly@backstage-pr.com](mailto:Kelly@backstage-pr.com)

Phone: 216-712-6292

## **Cleveland National Air Show Featured in Inaugural Grunt Style Air Show Majors Tour**

*Industry's first tour brings together collection of most prestigious air shows in country*

**CLEVELAND, OH (DEC. 4, 2017)** -- The Cleveland National Air Show presented by Discount Drug Mart has been named one of four participating air shows featured in the inaugural 2018 Grunt Style Air Show Majors tour. The tour showcases a collection of America's most prestigious air shows including: SUN 'n FUN International Fly-In & Expo in Lakeland, Florida, the Bethpage Air Show at Jones Beach, Cleveland National Air Show, and the Commemorative Air Force (CAF) Wings Over Houston Airshow.

The mission of the Grunt Style Air Show Majors is to celebrate aviation, honor the military, and increase mainstream awareness of the air show industry. By becoming an official show stop on the tour, the Cleveland National Air Show will receive national promotion through a variety of marketing efforts, visibility for the event at the other participating air shows, and additional mainstream recognition and benefits through partnering with tour creators, Red Frog Events, and title partner, Grunt Style.

"We are honored to be a part of the inaugural tour and for the opportunity to bring a wider audience to the show," said Cleveland National Air Show Executive Director Kim Dell. "The tour will place Cleveland and one of the most historical Air Shows in the country into the national arena."

"As one of the country's oldest running air shows, having the Cleveland National Air Show as a stop on the inaugural Grunt Style Air Show Majors tour, was a must for us," says Scott Howard, Chief Marketing Officer at Red Frog Events, creators of the Grunt Style Air Show Majors tour. "We look forward to working alongside the team in Cleveland to continue to enhance the air show industry and promote their show as a destination for aviation enthusiasts from around the world."

The four 2018 Grunt Style Air Show Majors shows will attract over 1.3 million total spectators. These shows have demonstrated their commitment to advancing the air show industry by participating in the nationwide tour.

The 2018 Grunt Style Air Show Majors tour dates and locations (in order of occurrence):

- April 10 - 15, 2018: SUN 'n FUN International Fly-In & Expo, Lakeland, Florida
- May 26 and 27, 2018: Bethpage Air Show, Jones Beach, Wantagh, New York
- Sept. 1 - 3, 2018: Cleveland National Air Show, Cleveland, Ohio
- Oct. 20 and 21, 2018: CAF Wings Over Houston Airshow, Houston, Texas

For more information on Grunt Style Air Show Majors, visit [AirShowMajors.com](http://AirShowMajors.com).

### **Grunt Style Air Show Majors**

Lauren King

586-709-9003

[media@airshowmajors.com](mailto:media@airshowmajors.com)

### **About Grunt Style Air Show Majors:**

Grunt Style Air Show Majors is a tour uniting the most prestigious air shows in the country: Sun’N Fun International Fly-In & Expo, Bethpage Air Show at Jones Beach, Cleveland National Air Show, and the CAF Wings over Houston Airshow. The mission of Grunt Style Air Show Majors is to celebrate aviation, honor the military, and advance the air show industry through increased mainstream awareness. Grunt Style Air Show Majors was created by Red Frog Events. To learn more, visit [AirShowMajors.com](http://AirShowMajors.com).

### **About the Cleveland National Air Show:**

The Cleveland National Air Show has been Northeast Ohio’s Labor Day Weekend Tradition since 1964, attracting 60,000 to 100,000 visitors to Burke Lakefront Airport and making it one of the region’s largest annual events. It is produced by Cleveland National Air Show, Inc. a 501(c)(4) not-for-profit Ohio corporation that relies on sponsorship and community support to offset the costs of producing the event. The Air Show has an annual economic impact of \$7.1 million+ on the City of Cleveland. For more information, please visit [www.clevelandairshow.com](http://www.clevelandairshow.com) or call (216) 781-0747.

-###-