



## NEWS RELEASE

2627 N Hollywood Way, Burbank, CA 91505  
818.840.8840  
[www.HollywoodBurbankAirport.com](http://www.HollywoodBurbankAirport.com)

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CONTACT: Mike Christensen  
(818) 967-7348 | [mchristensen@bur.org](mailto:mchristensen@bur.org)

### **HOLLYWOOD BURBANK AIRPORT WINS TOP INDUSTRY HONORS FOR MARKETING AND AIRLINE PARTNERSHIP PROGRAMS**

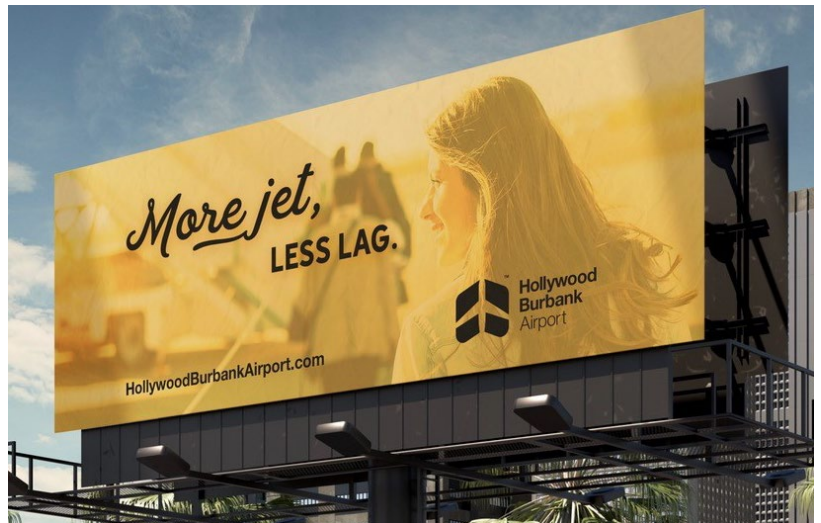
*Awards Given by Airports Council International North America (ACI-NA)*

**November 16<sup>th</sup>, 2023** - Hollywood Burbank Airport's marketing communications program has received multiple accolades from this year's "[ACI-NA Excellence in Airport Marketing, Communications, and Customer Experience Awards.](#)" The annual competition recognizes best practices in marketing, communications, public relations, and customer experience.

"ACI-NA, representing airports in the U.S. and Canada, has once again recognized Hollywood Burbank Airport as a leader in the industry with our marketing program's innovation and creativity," says the airport's Executive Director, Frank Miller.

The "More Jet, Less Lag" campaign, winner for "Overall Marketing Programs (*Medium Size Airports*)" turns the common experience of "jet lag" on its head, highlighting the ease and convenience of travel at Hollywood Burbank Airport.

The development and production of the campaign was a collaboration between Director of Communications & Air Service, Nerissa Sugars, and the airport's branding-marketing agency, [Anyone Collective.](#)



The "Partnering with Carriers" award commends BUR's relationship with [Avelo Airlines](#) to help ensure the success of "[Airport Academy](#)". The five-month program introduces high school students from Burbank, Glendale and Pasadena to careers in aviation. The highlight this year was a day trip flight to Santa Rosa, hosted by Avelo Airlines.

The ACI-NA Excellence in Airport Marketing, Communications, and Customer Experience Awards are comprised of 20 categories. This year, ACI-NA says 80 airports competed, submitting 300 entries. Winners were announced this week at the ACI-NA MarCom Conference in Atlanta.



Hollywood Burbank Airport (BUR) is owned and operated by the Burbank-Glendale-Pasadena Airport Authority, a joint powers agency created in 1977 between the Cities of Burbank, Glendale and Pasadena. More information can be found on the airport's website, [www.HollywoodBurbankAirport.com](http://www.HollywoodBurbankAirport.com), and on the airport's [Facebook](#), X, and Instagram feeds.