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NEWS FOR IMMEDIATE RELEASE

“Blaine County Community Air Service Survey seeks input on future air service improvements at SUN”

Fly Sun Valley Alliance (FSVA) has launched an online Blaine County Community Air Service survey to solicit input from the community – local residents, businesses, and organizations as well as part-time residents/ second homeowners - regarding current SUN air service at Friedman Memorial Airport (SUN) and desired options for future air service improvements.

The survey, which is being administered by the professional research firm, RRC Associates, will run from February 1-23, 2024 and can be accessed at www.flysunsurvey.com. The survey should take approximately ten minutes to complete.

FSVA Executive Director Carol Waller said that the non-profit organization, whose mission is ‘to improve air service at SUN,’ has had success in that effort over the past decade, noting that the airport now offers nonstop flights to six cities in peak season and more year round flights overall. As it looks ahead, FSVA is seeking input from the community on potential future air service improvements, recognizing that there are feasibility limitations based on the airport’s infrastructure and aircraft range.

Waller said that, while limited, there are certain future air service options that can be considered for SUN, such as more frequency on existing routes or the possible addition of other nonstop routes, so FSVA is seeking input on the current service and future options. “We know that air service is important to our local residents and businesses, their visiting family, friends, and customers, as well as part-time residents who have a stake here. We encourage all community members to participate since the results of the survey will be used in our strategic planning efforts to improve air service at SUN for the benefit of the community,” she remarked.

Waller said that respondents may chose to remain confidential or provide contact information to be entered into a drawing to receive a \$500 Sun Valley Resort gift card.

More information on Fly Sun Valley Alliance is available at www.flysunvalleyalliance.com

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About Fly Sun Valley Alliance

The mission of the non-profit Fly Sun Valley Alliance is to improve air service to Sun Valley for the benefit of the community. The key community partners in FSVA’s air service development efforts include the Sun Valley Air Service Board, the Sun Valley Resort, and Friedman Memorial Airport. Visit Sun Valley is a key strategic partner in marketing air service.

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