

Brings a Whole New Meaning to "Embrace the"

Description

SUX.

After Flight, Airport Embraces SUX Code

AP

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SIOUX CITY, Iowa (Oct. 21) "City leaders have scrapped plans to do away with the Sioux Gateway Airport's unflattering three-letter identifier "SUX" and instead have made it the centerpiece of the airport's new marketing campaign.

The code, used by pilots and airports worldwide and printed on tickets and luggage tags, will be used on T-shirts and caps sporting the airport's new slogan, "FLY SUX." It also forms the address of the airport's redesigned Web site "www.flysux.com."

Sioux City officials petitioned the Federal Aviation Administration to change the code in 1988 and 2002. At one point, the FAA offered the city five alternatives "GWU, GYO, GYT, SGV and GAY" but airport trustees turned them down.

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Talk about making lemonade out of lemons!

Heh!

Category

1. Humor

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