# Brings a Whole New Meaning to â€œEmbrace theâ€¦â€•

## Description

SUX.

> After Fight, Airport Embraces SUX Code
> AP
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> SIOUX CITY, Iowa (Oct. 21) â€“ City leaders have scrapped plans to do away with the Sioux Gateway Airportâ€™s unflattering three-letter identifier â€“ SUX â€“ and instead have made it the centerpiece of the airportâ€™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 airportâ€™s new slogan, â€œFLY SUX.â€• It also forms the address of the airportâ€™s redesigned Web site â€“ 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 â€“ GWU, GYO, GYT, SGV and GAY â€“ but airport trustees turned them down.
> [â€¦]

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Talk about making lemonade out of lemonsâ€¦

Heh!

### Category

1. Humor

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