RUSSELL WILSON EXTENDS PARTNERSHIP WITH ALASKA AIRLINES

News / Airlines, Personalities

Alaska Airlines and Seattle quarterback Russell Wilson today announced that Wilson has extended his exclusive, multi-year partnership as the airline's Chief Football Officer. The airline is also debuting three brand-new television commercials starring Wilson, that air for the first time during Sunday's game.

"Russell Wilson and Alaska Airlines go together like Seattle and 'hometown airline.' As Seattle's quarterback, he's an inspirational leader for our employees and for Seattle football fans across our route network," said Joe Sprague, Alaska's senior vice president of communications and external relations. "We can't wait to cheer him on this football season and for many years to come."

The new, comical commercials feature real Alaska Airlines and Horizon Air employees, and follow the theme of "Alaska Airlines Company Retreat," a camp where employees are pushed to greatness and teamwork by Wilson. They were filmed at Camp River Ranch, a Girl Scouts camp in the Cascade foothills near Carnation, Washington.

View all three commercials (titled "Canoe," "Wood Carving" and "Drum Circle") plus an outtakes

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reel and get the behind-the-scenes scoop on the Alaska Airlines blog at blog.alaskaair.com. Broadcast-quality versions of the commercials are available for download atbit.ly/RussellAds.

As Alaska's Chief Football Officer, Wilson works with the carrier to support youth and education programs. Among them are the Russell Wilson Passing Academy, which provides youths an opportunity to attend football camp for a once-in-a-lifetime experience; and Strong Against Cancer, a multi-year initiative dedicated to ending childhood cancer. Most recently, Wilson faced off against actor and comedian Joel McHale in the Alaska Airlines Plane Pull for Strong Against Cancer. The friendly competition netted nearly$190,000 in cash and in-kind contributions from Alaska and Plane Pull attendees.

"My goal is to build strong, long-term partnerships with really great companies and people," said Wilson. "Alaska and I have so much in common, and I couldn't be happier to continue this great relationship with my hometown airline."

Alaska will support its CFO both on the field and off. The renewed partnership includes:

- Discounted travel to Russell's away games this season. Learn more at www.alaskaair.com/gorussell;
- Surprise and delight promotions for customers and fans throughout the football season;
- Support of Strong Against Cancer and the Russell Wilson Passing Academy, two of Wilson's personal causes; and
- A marketing campaign including three new TV commercials featuring Wilson, debuting today.
- Additionally, Alaska today announced it is extending a popular promotion this football season, granting early boarding on allSeattle-departing flights for customers wearing Wilson's No. 3 jersey beginning Sunday, Sept. 13.

08 SEPTEMBER 2015

ARTICLE LINK:
https://ids.50skyshades.com/news/personalities/russell-wilson-extends-partnership-with-alaska-airlines

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