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## **Air Shows Provide Inexpensive Entertainment Alternative**

*(Dayton, Ohio)* Despite the fact that the events often showcase several million dollars of exotic aircraft and the most highly trained pilots in the world, air shows are among the most cost-efficient family entertainment alternatives available today.

As the North American air show industry begins its 2009 season, it appears that inexpensive tickets and their family-friendly nature will attract record numbers of spectators to many of the 400+ air shows scheduled in North America between now and mid-November.

"Air shows are always popular with the public, but never more so than during difficult economic times," says John Cudahy, president of the International Council of Air Shows, an air show industry trade group. "Attendance spiked during the recessions of 1980-1982 and 1990-1991 and we expect a similar phenomenon during the 2009 season."

The Vectren Dayton Air Show Presented by Kroger, scheduled for July 18<sup>th</sup> and 19<sup>th</sup> is hopeful the trend will impact its 2009 Show. The Show offers families a terrific bargain with its Family 4 Pack. The Pack includes 4 show tickets, 4 hot dogs, 4 Pepsis, 1 souvenir program and free General Admission parking for only \$64.95, a 40% savings off the full gate price. Along with that, the Board of Trustees decided to lower the Child/Senior Citizen General Admission ticket by one dollar. The new Child/Senior Ticket will be \$12 in advance and \$15 at the gate. This year's Air Show will be particularly appealing to families interested in a world-class, once-a-year entertainment event that is just a bit more expensive than going to the movies.

"We've worked hard to keep the price down and offer a truly spectacular air show this year," said Michael Eموff, Chairman of the United States Air & Trade Show Board of Trustees. "We expect that families will be looking for value and will take advantage of the low ticket prices and come out and enjoy an afternoon of unique and exciting entertainment at this year's show."

For more information on this year's Vectren Dayton Air Show Presented by Kroger, visit the website at [www.daytonairshow.com](http://www.daytonairshow.com).

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*Founded in 1975, the Vectren Dayton Air Show Presented by Kroger is one of America's premier air shows. The Air Show showcases world-class aerobatic champions, military jet demonstrations and entertainment for the whole family celebrating Dayton's aviation heritage as home of the Wright Brothers, National Museum of the US Air Force and Wright Patterson AFB. For more information visit [www.daytonairshow.com](http://www.daytonairshow.com)*