



CLIENT:

**iFLY**

A.wordsmith implemented a diverse and proactive media relations campaign that established iFLY as a safe and fun entertainment venue for people of all ages.

## Client Description

Founded in 1998, iFLY has over 37 locations across the globe, including the U.S., Canada, Europe and Asia. In November 2015, iFLY was getting ready to open its new location in Tigard, Oregon. A.wordsmith worked closely with iFLY to launch a thoughtful and strategic PR program designed to broaden awareness of its services within the area and fulfill iFLY's mission of "delivering the dream of flight to everyone."

## Project Description

A.wordsmith implemented a diverse and proactive media relations campaign to raise awareness of iFLY pre-opening, drive traffic to the location upon opening, as well as to garner awareness for iFLY's grand opening event. By engaging with key media and target customers, the campaign established iFLY as a safe and fun entertainment venue for people of all ages. Media relations opportunities secured for iFLY included print features, blog posts, radio and TV interviews (both on-site and in-studio with spokespersons).

## Key Results

A.wordsmith was successful in garnering valuable media coverage to support iFLY's opening and the grand opening event across various mediums including broadcast, print and digital. Almost every major TV broadcast outlet covered the opening within two weeks of opening their doors.

- Secured 9 iFLY features in Portland lifestyle short lead press/online outlets
- Secured 8 TV broadcast interviews on-site during Grand Opening week and follow up interviews in December; 8 radio segments secured
- Secured ongoing coverage throughout holiday season and into new year
- Drew Carney at KGW experiences iFLY:  
<https://www.kgw.com/video/entertainment/events/drew-carney/ifly-portland-indoor-skydiving-experience/283-1042535>
- KGW - iFLY Lets STEM Students Skydive Inside:  
<http://www.kgw.com/life/watch-ifly-lets-stem-students-skydive-inside-/9608008>
- KPTV "You Gotta See It!" - Vancouver Seniors Try Out Indoor Skydiving:  
<http://www.kptv.com/Clip/12016936/vancouver-seniors-try-out-indoor-skydiving>
- Portland Monthly - We Went Indoor Skydiving and Here's What Happened:  
<http://www.pdxmonthly.com/articles/2015/11/16/we-went-indoor-skydiving-and-here-s-what-happened>
- The Oregonian - Indoor Skydiving Now Open in Tigard:  
[http://www.oregonlive.com/tigard/index.ssf/2015/11/indoor\\_skydiving\\_now\\_open\\_in\\_t.html](http://www.oregonlive.com/tigard/index.ssf/2015/11/indoor_skydiving_now_open_in_t.html)