

Expose
Educate
Empower



Aviation Career Awareness 2012

COMMUNITY CAMPAIGN

“Red Tails Movie Premiere”

Event Overview

01-20-2012



GREENSPPOINT AVIATION CAREER AWARENESS COMMUNITY CAMPAIGN

January 20th, 2012 - Premiere Renaissance Cinema

Event Overview



Event Purpose:

To provide an educational platform that exposes youth and teens throughout the Greater Houston area to various career opportunities available within the aviation industry.

Event Target:

The event targets middle and high school students across all school districts with an interest in aviation or a related field. Special emphasis towards the 8th grade students of Plummer Middle School, many of whom will transition to the new Aldine ISD school named in honor of General Benjamin Oliver Davis, an original Tuskegee Airmen.

The thrilling true story of the Tuskegee Airmen buzzes to the big screen in this epic war adventure from executive producer George Lucas and first-time feature director Anthony Hemingway. Starring Terrence Howard, Cuba Gooding Jr., and Bryan Cranston .

Event Overview:

The campaign will launch on Jan 20th, 2012 with a commencement date of March, 1st, 2012. The initial launch will be held in conjunction with the premiere of the Red Tails movie which highlights the story of the Tuskegee Airmen. Federal, state and local organizations will be on hand to share information about aviation career options, one-on-one discussions, hands-on exhibits and activities. An aviation focused school tour has been planned to visit selected area schools to provide more information to interested students. We hope these efforts will lay the foundation for a bright future for today's students and enhance the development of an educated, dedicated workforce in decades to come.

Event Highlights:

Aviation Career Day - Local, state and government organizations will provide information to attendees about various career opportunities available throughout the aviation industry. Information booths will be setup throughout the facility.

Guest Panelist & Speakers - Details are being finalized in regards to our guest speakers and panel members.

Sponsorship will offer various advertising and publicity benefits, onsite event benefits and hospitality benefits to the event.