



MEDIA ALERT:

Thanks Again® Beacon-Enabled Smartphone App Launches at Burbank Bob Hope Airport With Ribbon Cutting

WHAT: [Thanks Again®](#), an airport consumer loyalty program, will host a ribbon cutting at [Burbank Bob Hope Airport](#) to launch the pilot of a beacon-enabled smartphone app. The launch of this new technology will put Burbank Bob Hope Airport on the map as one of the country's first "smart airports," providing a whole new experience to business and leisure travelers alike.

WHO: Thanks Again® teamed up with Comarch Inc., a global technology firm that specializes in the design, implementation and integration of advanced IT services and software, to craft an app that will provide users at Burbank Bob Hope Airport with special offers through notifications on both IOS and Android devices. The use of Bluetooth Low Energy (BLE) beacons are used to improve in-store shopping experiences by enabling users to receive targeted offers based on current location and proximity to airport stores and restaurants.

WHEN: Tuesday, March 8
9:00 a.m.

WHERE: Burbank Bob Hope Airport
2627 Hollywood Way
Burbank, CA 91505
Skyroom

OPPORTUNITIES:

- Executive Director of Burbank Bob Hope Airport Dan Feger will be available to discuss the airport's involvement with Thanks Again®
- Chief Executive Officer of Thanks Again®, Marc Ellis, will be available to discuss the launch of Thanks Again's® new beacon-enabled technology at Burbank Bob Hope Airport
- A ribbon-cutting ceremony will take place to inaugurate this partnership and recognize Burbank Bob Hope Airport as one of the nation's first "Smart Airports"
- Thanks Again® and Burbank Bob Hope Airport will offer an exclusive area for travelers to learn more about the new program and will show a video explaining how the new technology works

*If your camera crews are planning to be at Burbank Bob Hope Airport, please contact to assist in arranging live feeds via the airport.

MEDIA CONTACT:

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