

## City launches new YYF Penticton Airport website and social media channels

(Penticton, BC – April 29, 2021) – As part of ongoing efforts to support economic recovery, the City of Penticton has launched a new website and social media channels aimed at shining a spotlight on the crucial services provided at Penticton Airport (YYF).

While current provincial health orders dissuade non-essential travel, the website highlights the many advantages to choosing YYF for future air travel, while raising awareness of other key operations that are based at the airport, including emergency response services.

“Penticton Airport is the gateway to the South Okanagan, providing a vital connection for residents, visitors and businesses,” said Carly Lewis, Economic Development Manager. “By demonstrating the many advantages to flying into or out of YYF, we aim to build the profile of Penticton Airport as the airport of choice for future travel, while ensuring YYF continues to be on the radar for commercial carriers in the years to come.”

The new website, [yyf.pentiction.ca](http://yyf.pentiction.ca), is owned and operated by the City of Penticton, as an Economic Development department initiative. Messaging will promote YYF advantages including affordable parking (\$3/day), quick access to the airport from anywhere in Penticton, direct flights to three destinations, and a newly renovated, accessible terminal.

The website features interactive arrival and departure aircraft updates, details about parking and transportation, and timely information regarding health and safety requirements, security and baggage, pet travel, accessibility and more. In addition, there are resources and dedicated pages for the aviation community.

Airlines that serve YYF include Air Canada Express, Pacific Coastal Airlines and WestJet Encore, with direct flights available between Vancouver, Calgary and Edmonton (as of June 24), currently providing services for essential travellers.

In addition to being certified for scheduled commercial airline operations, the Penticton Airport is a base for BC Wildfire Service, PEP Air & Civil Air Search and Rescue, renowned flight training schools, flight tours and charters, and general aviation enthusiasts, including the Penticton Flying Club. The airport is located in the traditional territory of the SnPink'tn (Penticton Indian Band), and is owned and operated by Transport Canada.

Anyone who is interested in the airport, and ongoing happenings, is encouraged to follow the City's new social media feeds @yyfpenticton.

"It was 80 years ago when the first aircraft touched down at Penticton Airport. The airport has long been an essential part of our community, and we're so grateful for all the economic and social benefits it provides," said Penticton Mayor, John Vassilaki. "We should be very proud of YYF and continue to support the airport, ensuring it's part of our local fabric for decades to come."

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**Contacts:**

Carly Lewis  
Economic Development Manager  
City of Penticton  
250-276-2165

Philip Cooper  
Communication Manager  
City of Penticton  
250-490-2583