



**Leeds Bradford**<sup>®</sup>  
Airport

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## PRESS RELEASE

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### **Leeds Bradford Airport Announce Rebrand**

Leeds Bradford Airport (LBA) today unveils a rebrand to mark the next stage in the airport's development.

The brand was last refreshed back in 1994 when the airport handled less than a million passengers. Today 3.3 million passengers fly to 65 direct destinations across 23 countries and is Yorkshire's gateway to the world.

The new brand will be introduced across the business during 2015 but has already been incorporated into the airport's website [www.leedsbradfordairport.co.uk](http://www.leedsbradfordairport.co.uk).

**John Parkin Leeds Bradford Airport's Chief Executive** commented:

*"We are very proud of our heritage at LBA but the time is now right for the airport brand to reflect the recent investment in our product development, the introduction of exciting new regional partnerships alongside improvements in the airport passenger experience.*

*"We continue to attract new airlines and routes serving Yorkshire's business and leisure passengers and our strong brand identity captures the confidence we have in our continued growth and development."*

The new LBA brand identity was created by Epiphany, based locally in Leeds, and followed a competitive pitch with other regional agencies.

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The new Leeds Bradford airport logo is attached.

For further information please contact:

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