Boeing Debuts Advertising Programs

Boeing has launched the first of two new advertising programs in response to the post-Sept. 11 business environment. The campaign "Freedom Is Being There" reminds people that traveling freely and without worry is a precious liberty and that governments and industry are taking important steps to ensure their comfort, safety and security. The other campaign, "Being There Is Everything," expands support to the airline industry. According to a comprehensive air travel survey sponsored by Boeing just released, 9 out of 10 Americans who have flown commercially since Sept. 11 felt "safe" or "very safe."

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