Boeing 787 First Flight Event Wins PRSA Silver Anvil

SEATTLE, June 4, 2010 – The Boeing [NYSE: BA] Commercial Airplanes Communications & Marketing team received a 2010 Silver Anvil award from the Public Relations Society of America (PRSA) Thursday for its work in planning and executing communications events surrounding the 787 Dreamliner first flight on Dec. 15, 2009.

PRSA – the largest professional association serving the public relations industry – awards Silver Anvils each year to organizations that successfully address a contemporary issue with exemplary professional skill, creativity and resourcefulness. According to the PRSA website, this national award represents the “best of the best” in public relations practices.

The Boeing Communications & Marketing team began planning a year in advance of the event, which drew more than 12,000 employees and guests. The team also facilitated the company’s first live webcast, allowing more than 1 million people around the globe to share in the historic first flight and landing of the Dreamliner.

“This was a team of literally hundreds of volunteers who created a memorable event worthy of the 787 Dreamliner,” said Yvonne Leach, 787 Communications director, at the acceptance ceremony. “It was an honor to have led the team that planned and delivered this event.”

The Silver Anvil award recognized the team for deploying new technologies to open the first-flight experience to employees, media, customers, government officials and other stakeholders. These innovations included hosting micro events around the world; providing audio feed between air traffic control and 787 first-flight pilots Mike Carriker and Randy Neville during the flight; and allowing Web visitors to track the flight live on Boeing.com.

“Those who attended first flight in person or watched it on the Web will never forget the rush of emotion when that airplane left the ground and became airborne,” said Leach. “It was a great moment for Boeing, for our customer, our partners and employees – for our entire industry.”

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