Boeing Providing Facebook Fan With the 'Opportunity of a Lifetime'

CHICAGO, Feb. 9, 2011 /PRNewswire/ -- "I'm amazed that Boeing is doing this for me just because of some pictures I posted to the Boeing Store's Facebook page."

This weekend, Dr. Jeremy Hampton, an aviation enthusiast and amateur photographer who is also an emergency medicine specialist at Kansas City's Truman Medical Center and assistant professor at the University of Missouri – Kansas City School of Pharmacy, will be Boeing's (NYSE: BA) guest at the debut of the newest 747 passenger plane, the 747-8 Intercontinental.

Dr. Hampton came to Boeing's attention when he posted his photos on The Boeing Store's Facebook page (http://facebook.com/boeingstore), where he was twice recognized for submitting the "Photo of the Week."

"We are trying to find a few unique opportunities during each year for some of the more than 73,000 fans we have on our Facebook page to engage with Boeing," said Director of Brand Management & Advertising Jim Newcomb. "Dr. Hampton's enthusiasm for aviation is obvious in every photo and comment he has posted. It didn't take us long to realize we had an opportunity with the roll out that was too good to pass up."

Dr. Hampton's trip will include stops at several Seattle-area locations at which he can photograph Boeing airplanes, a visit to the Future of Flight Museum in Everett, which is near the facility where Boeing builds the new 747-8, as well as the 787 Dreamliner and the 747, 767 and 777 airplanes, and access to the Feb. 13 roll-out event.

"There aren't too many things that really can be called the opportunity of a lifetime but this is one of them," Hampton said. "My heart has always been with aviation. I attend as many air shows as I can and I always bring my camera. It's amazing. I have been thinking about it and talking about it since I got the call last week."

Dr. Hampton's "Photo of the Week" images can be seen athttp://facebook.com/boeingstore and at http://finalapproachphotography.zenfolio.com/

The 747-8 Intercontinental is the newest member of the world's favorite airplane family. It offers the lowest operating costs and best economics of any large passenger airplane, while providing enhanced environmental performance. More information can be found at www.boeing.com/newairplane/747/. The 747-8 Intercontinental roll-out event will be unveiled in a live webcast on the site at 11 a.m. PST, Feb. 13.

The Boeing Store is Boeing's retail subsidiary. It provides top-quality Boeing and aerospace-related gifts, toys and apparel to fans and employees around the world. In addition to Facebook it can be found at www.boeingstore.com.

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