



FRONTIER AIRLINES AND VISIT ORLANDO LAUNCH CAMPAIGN HIGHLIGHTING FLORIDA ANIMAL CONSERVATION ALONG WITH CHANCE TO WIN FREE FLIGHTS

Through partnership with Orlando's Central Florida Zoo and Botanical Gardens, Gatorland, SEA LIFE Orlando Aquarium and Wild Florida, consumers can vote on a favorite Florida animal that will adorn a Frontier Airlines plane tail

DENVER - May 3, 2021 -- Frontier Airlines and Visit Orlando have launched a free flight giveaway designed to promote visitation to the region and highlight some of Florida's iconic animal species and conservation efforts. In partnership with four Orlando wildlife parks and preserves, consumers are invited to choose from among resident animals from the Central Florida Zoo and Botanical Gardens, Gatorland, SEA LIFE Orlando Aquarium and Wild Florida to determine which animal will adorn the tail of a new Frontier Airlines aircraft.

A drawing will be held from among all consumers who vote, and 10 winners will receive \$400 in flights from Frontier to Orlando, which offers more nonstop flights from Orlando than any other airline. The promotion runs from May 3-16, 2021. For additional information and to enter click [here](#).

Participating in the promotion are four Orlando area attractions that provide visitors the opportunity to view amazing Florida wildlife and observe conservation efforts to protect various animal species. Representing the Central Florida Zoo is Ella, the Florida black bear; representing Gatorland is Larry, the alligator; representing SEA LIFE Aquarium is Ted, the loggerhead turtle; and representing Wild Florida is Flurry, the albino alligator. Each of the animals has either been rescued or is part of a species preservation program by the organization it represents.

"This promotion is a fantastic way to highlight animal conservation efforts happening at these outstanding facilities and the amazing things consumers can enjoy when visiting the greater Orlando area," said Tyri Squyres, vice president of marketing, Frontier Airlines. "Frontier Airlines is passionate about animal conservation and, in addition to our operational growth at Orlando International Airport, we are committed to supporting the community and local organizations working to preserve Florida animal species."

"In addition to our world-famous theme parks, visitors also are expressing an interest in exploring nature and connecting with natural wildlife during their Orlando vacation, and this new campaign creates a way to spotlight the many incredible conservation efforts they can become part of here," said Casandra Matej, president and CEO, Visit Orlando. "No matter which rescued animal they cast their vote for, visitors can help make a difference just by sharing their story, plus win a chance for a free vacation to Orlando."

All Frontier Airlines plane tails feature an animal with a name and a backstory. Each animal in the 'Who is Orlando's Most Loved Animal' promotion, likewise, has a very special story.

Central Florida Zoo's Ella, the Florida black bear, is a seven-year-old 260-pound Florida black bear. Ella was born in the wild but she and a sibling were illegally removed from the

state as cubs and were found living in a home with humans. Based on having become accustomed to humans, the cubs were deemed unfit to be returned to the wild. At the request of wildlife officials, the zoo provided a home for the bears. Ella can be adored at the zoo's Florida Black Bear Habitat and Bear Awareness Exhibit.

Gatorland's Larry, the American alligator, was living in the wild at The Villages retirement community in Central Florida. Larry was so popular with the residents he even had his own Facebook page. Unfortunately, people were illegally feeding him which had the potential to lead to a dangerous situation. Normally alligators are euthanized under such circumstances but Gatorland stepped in and Larry now resides in the park's main lake where he reportedly canoodles with several girlfriends and spends his days sunning on the grassy banks.

SEA LIFE Aquarium's Ted, the loggerhead turtle, is a rescue turtle who was released multiple times back into the wild, however he was not displaying behavior consistent with survival on his own. Hence, SEA LIFE Orlando Aquarium became his forever home. Ted's name is an acronym for Turtle Excluder Device. TEDs are escape hatches in fishing nets that allow turtles to escape if they are accidentally trapped. Ted, the turtle, was one of the first turtles to test the TED device and played an important role in pioneering a technology to help protect the endangered sea turtle species.

Wild Florida's Flurry, the albino alligator, and his siblings are the only albino gators ever hatched at a facility open to the public. Albino alligators are extremely rare (it is estimated there are only around 100 in the U.S.). Flurry's parents, Blizzard and Snowflake, also albino gators, had spent years trying to generate offspring and finally in 2019 produced a large clutch of eggs that led to the birth of Flurry and three siblings. By sharing Flurry's story, Wild Florida aims to convert people's fear of alligators into awe, respect and adoration for one of nature's most incredible animals.

To vote for one of these amazing animals to be featured on a new Frontier Airlines plane tail and be entered for a chance to win one of 10 prizes featuring \$400 in flights, click [here](#). Voting will be open through May 16, 2021.

About Frontier Airlines:

Frontier Airlines is committed to "Low Fares Done Right." Headquartered in Denver, Colorado, the company operates 100 A320 family aircraft and has the largest A320neo fleet in the U.S. The use of these aircraft, Frontier's seating configuration, weight-saving tactics and baggage process have all contributed to the airline's average of 43 percent fuel savings compared to other U.S. airlines (fuel savings is based on Frontier Airlines' 2019 fuel consumption per seat-mile compared to the weighted average of major U.S. airlines), which makes Frontier the most fuel-efficient U.S. airline. Frontier is also committed to families enabling children 14 years and younger to fly free through the airline's Discount Den travel club on qualifying flights. With over 150 new Airbus planes on order, Frontier will continue to grow to deliver on the mission of providing affordable travel across America.

About Visit Orlando:

The Orlando Destination

Home to seven of the world's top theme parks, Orlando is the country's No. 1 favorite family vacation destination and Theme Park Capital of the World®. Visitors create cherished memories with friends and family by immersing in the open-air adventures and lands of legendary theme parks from Disney, Universal and SeaWorld; relaxing at world-class water parks; soaring on outdoor thrill rides; exploring activities in nature; and dining al fresco at award-winning restaurants. With 450 hotels, Orlando offers a wide range of lodging choices, from wide-open expansive resorts to uniquely themed boutique hotels, many with elaborate pools featuring waterfalls, lagoons, water parks and even lazy rivers. Home to the most recognized travel brands in the world, Orlando's theme parks, attractions, hotels and other businesses have developed comprehensive safety measures and worked closely with medical experts to create safe travel experiences. Please note that Orange County requires the use of face masks in public places.

Media Information:

Frontier Airlines

media@flyfrontier.com | 720.374.4560

Visit Orlando

media@VisitOrlando.com | 407-354-5586