



For Immediate Release

New Airport Name Reflects Broad Service Area and Regional Impact

Roanoke, Va. (December 17, 2013) – One stop links flights from Roanoke to nearly 500 domestic and international destinations. This convenience is what makes the [Roanoke Regional Airport](#) (ROA) a portal to the world for both business and leisure travelers. Beginning in 2014, Roanoke’s airport will be known as Roanoke-Blacksburg Regional Airport.

The new name reflects the growth and breadth of this region of the Commonwealth of Virginia which is served by the airport. It is one that reflects not only the largest metropolitan area in the Roanoke Valley, but also the largest in the New River Valley. The Blacksburg-Christiansburg-Radford DMA, which includes Montgomery County and two major higher education institutions—Virginia Tech and Radford University, was ranked recently 29 out of 398 in terms of being one of the [Best Cities for Job Growth](#) for 2013, according to NewGeography.com. Overall, the airport serves 19 counties in Virginia and West Virginia.

For 30 years, the airport has operated under the official name of Roanoke Regional Airport, Woodrum Field. According to Airport Commission Chair, Cynthia Lawrence, “The new name builds on the fact that Roanoke and the area in and around Blacksburg are adjacent to one another and filled with opportunities for business as well as destinations for leisure travelers.”

“This new name reinforces the Airport Commission’s stated commitment to better serve, represent and respond to the needs of the entire air service area,” adds Airport Executive Director, Jacqueline Shuck.

The airport’s International Airport Code will remain ROA. The legal name of the airport will also include Woodrum Field, named for pharmacist, lawyer, and Congressman Clifton A. Woodrum. The updated name change will gradually appear on signs, stationery, business cards and advertising. It is also expected to be used on national and international travel web sites.

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About the Airport

ROA offers more than 50 scheduled flights daily, providing nonstop service from Roanoke, Va. to nine major cities. The major airlines that fly out of Roanoke Regional Airport daily include US Airways, United Airlines and Delta. Allegiant Air also provides full-sized jets and frequent service to Florida.