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## **SkyWest Magazine Features Tucson in its September/October Issue**

### **For Immediate Release**

**ST. GEORGE, Utah, September 3, 2004** -- SkyWest Magazine, the in-flight publication for SkyWest Airlines (NASDAQ: SKYW), is excited to feature Tucson in its September/October issue.

The full-color article on Arizona features Tucson's rich and eclectic history along with its Hollywood attraction.

Highlighting Tucson as the "Hollywood of the Desert," the article points out its long association with John Wayne and his dozens of movies.

"We already know how spectacular Tucson is, and articles like this help us to share that with travelers from all over the world," said Jonathan Walker, President/CEO of the Metropolitan Tucson Convention & Visitors Bureau. "We're ready to handle the increase in calls to our visitor hotline and hits on our website."

Illustrating the stunningly outlandish Kartchner Caverns, the article transports readers to the near pristine limestone cave that was kept secret for nearly 20 years.

Readers will also find all the enchantments of the strange and captivating desert world in the botanical gardens, natural history museum and zoo at the Arizona-Sonora Desert Museum.

The article began its two-month run on September 1. It will reach an audience of more than one million SkyWest passengers across North America.

SkyWest Magazine Editor Colleen Birch Maile is available for interviews including live and taped radio segments at 208.333.9990 or via email at [colleen@skywestmagazine.com](mailto:colleen@skywestmagazine.com).

For more information on SkyWest Magazine, go to [www.skywestmagazine.com](http://www.skywestmagazine.com). Additional information on SkyWest can be accessed at [www.skywest.com](http://www.skywest.com).

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