



For Immediate Release

Direct to New York City Flight Takes Off April 1

Roanoke, Va. (April 1, 2014) – [American Airlines](#) began operating a daily non-stop flight to New York’s LaGuardia Airport (LGA) today. The inaugural flight took off at 6:30 p.m. and arrived in New York at 8:05 p.m. The return flight leaves La Guardia at 4:30 p.m. and arrives in Roanoke at 6:05 p.m. daily. There are 44 passenger seats available on the regional jet that is flying this route.

Airport Commission Executive Director Jacqueline Shuck said, “American Airlines last operated in Roanoke in the mid-1990s when it offered service to and from Raleigh-Durham. We’re delighted to have American back at the Airport and particularly pleased to add this flight to our destination map—it offers travelers from Roanoke direct, efficient access to the business center of the world. You can reach New York City easily and make the most of your time when taking this flight.”

American Airlines is now the largest airline in the world. It offers greater schedule options, access to more destinations around the globe and a modern fleet of airplanes.

Between April 1 and June 30, the airline will offer a 1000 bonus miles to its frequent fliers who purchase a round trip ticket for this flight.

Shuck added, “The new service is a positive sign that airlines have confidence in the strength of the Roanoke-Blacksburg market.”



Airport ambassadors handed out apples at Roanoke’s Historic City Market Building today to raise awareness of this new, non-stop flight from Roanoke to New York’s La Guardia airport.

One stop links flights from Roanoke to nearly 500 domestic and international destinations. This convenience is what makes the [Roanoke-Blacksburg Regional Airport](#) (ROA) a portal to the world for both business and leisure travelers.

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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. All major U.S. airlines fly out of Roanoke-Blacksburg Regional Airport daily including American Airlines/US Airways, United Airlines and Delta. Allegiant Air also provides service on full-sized jets with frequent flights to Florida.