



News release

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PwC brand greets travellers; firm announces campaign at LF Wade International Airport

Hamilton, Bermuda – As part of a five-year agreement, the PwC brand will feature prominently across the interior and exterior of the six new covered passenger boarding bridges at LF Wade International Airport.

The outside of the jet bridges features PwC's logo. The inside of the six jet bridges displays PwC's new "Hello, tomorrow." global campaign, which invites curiosity and differentiates the PwC brand in the marketplace.

Arthur Wightman, PwC Bermuda territory leader, said, "As a world-class international gateway, the LF Wade International Airport is a compelling opportunity to reach our market locally and globally. As the leading professional services firm in Bermuda, that's part of a network in 155 countries, we are excited to support the airport and the Bermuda international business sector. The new covered jet bridges will positively impact travellers in providing protection from the weather and ease of accessibility."

The interior of the jet bridges features a campaign that supports the overall theme of the airport in representing a welcoming atmosphere with elements of Bermudian culture, including colourful images of the Bermuda kite, Whistling Frog, Gombey, architecture and marine life. The messaging of the "Hello, tomorrow." campaign is rooted in engaging our clients and communities by projecting a conversational, inclusive, upbeat tone, and helping them to reconfigure their businesses to succeed in a world that will be dramatically different.

The new terminal building is scheduled to open on December 9, 2020. Local advertising agency AAC is handling the advertising concession. Learn more: <https://bermudaairport.com/newterminal>

About PwC

At PwC, our purpose is to build trust in society and solve important problems. We're a network of firms in 155 countries with over 284,000 people who are committed to delivering quality in assurance, advisory and tax services. Find out more and tell us what matters to you by visiting us at www.pwc.com/bm.



PwC refers to the Bermuda member firm, and may sometimes refer to the PwC network. Each member firm is a separate legal entity. Please see www.pwc.com/structure for further details.

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