



# News Release

## UNITED STATES AIR FORCE

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### AIR MOBILITY COMMAND ANNOUNCES START OF ATWIND

**CHARLESTON AIR FORCE BASE, S.C. – Air Mobility Command and Air Force Space Command Services will soon begin the boarding call for their summer promotion, Around The World In Ninety Days.**

ATWIND starts June 1 and continues throughout the summer.

According to Col. Terry N. Mayer, AMC Services director, ATWIND has been enormously successful the past three years.

"We are very pleased to be able to provide more than 11,350 prizes for ATWIND 2002," Mayer said. "It has become the premiere summer promotion, and we will award three brand new cars along with thousands of other great prizes-there is nothing that compares with this winning opportunity for our military community."

According to Britt Lock, 437<sup>th</sup> Services Squadron Marketing, many Team Charleston members won smaller prizes last year, while four won large prizes, ranging from 36-inch televisions to \$1,000 cash.

ATWIND is a virtual adventure around the world. The player's "mission" is to travel from one landmark destination to another. Players earn travel miles every time they participate in an ATWIND event from June 1 through Aug. 31.

"The goal of ATWIND is to increase awareness and participation in programs, services and activities throughout the command," said Sam Parker, marketing director with AMC Services. He said ATWIND's master events list includes recreational activities, sports and fitness, social functions, youth programs, educational opportunities, family support programs, chapel programs, base events and services.

Lock said the 437 SVS goal is a five percent increase in participation over last years numbers, or the equivalent of 169 new players.

"If we meet our goal, Charleston AFB wins \$5,000," Lock said. "If we place first, with the most entries, we win \$20,000 in addition to the \$5,000." The base with the second-highest number of participants wins \$10,000, and the third-place base gets \$5,000, according to Lock.

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**This year, prizes range from promotional T-shirts to vacation packages, cash and a choice of one of three Ford Motor Company vehicles. ATWINNER random prizes will also be awarded during the game piece registration process. All prize drawings are conducted at random.**

**Both AMC and AFSPC will have dedicated command prizes. Once registered, players may participate in their command program. Both commands will feature a base-to-base competition, and each command has \$100,000 in quality-of-life funds to award to bases achieving or exceeding their "ATWIND Mission."**

**"Last year's program boasted some pretty staggering figures," said Parker. "The program had 78,750 registered participants, 364,190 Web site visits, 59,682 calls to the ATWIND toll-free number and 975,585 game pieces played. There were 11,300 prizes awarded during last year's program."**

**Prizes included a choice of Ford Escape, Ford Ranger or Ford Focus, plus vacation trips, cash and more. Hien Parker from McConnell Air Force Base, Kan.; Phillip Bascom, Fairchild AFB, Wash.; and Lyndsay Correa from Buckley AFB, Col. were last year's ATWIND grand prize winners.**

**(For more information, contact Capt. Krista Carlos at 963-5589 or 2<sup>nd</sup> Lt. Jennifer Andrews at 963-5537)**