

FOR IMMEDIATE RELEASE  
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## **Madison Region Economic Partnership Applauds Addition of Non-Stop Flight from Madison to San Francisco**

**Madison, WI** – The Madison Region Economic Partnership (MadREP) today expressed its congratulations to County Executive Joe Parisi and Airport Director Bradley Livingston for their success in adding a daily non-stop flight between Dane County Regional Airport and San Francisco. Securing a non-stop route between San Francisco and Madison has been a goal for the MadREP Board of Directors and the regional business community for years. This announcement is not only welcome, but an indication of the region’s stature within the airline community, especially given that Madison will be the smallest community east of the Mississippi River with such a flight.

“It bodes well for the retention of existing businesses in the region and for possible attraction of new business to the area, in addition to reinforcing the unique relationship between the established tech community in the San Francisco Bay Area and the burgeoning tech ecosystem here,” said MadREP president Paul Jadin. “Airports have an obligation to provide comfort and quality service to their passengers through adequate parking, clean terminals, and great vendors, but ultimately they are judged on where their planes are going,” he added. “This checks a significant box on that front.”

### **About Madison Region Economic Partnership (MadREP)**

MadREP is the economic development agency for the eight-county Madison Region, founded by business and community leaders to create a dynamic environment where people and businesses prosper. MadREP and its partners aim to proactively and strategically position the region to take advantage of economic and business development opportunities. Visit [www.madisonregion.org](http://www.madisonregion.org) for more information.

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