



## BRAND AMBASSADOR PROGRAM - PIPER AIRCRAFT & UND AEROSPACE

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A new brand ambassador program is launched by Piper Aircraft and the University of North Dakota . The platform is designed to increase awareness of the programs offered by UND Aerospace as well as showcase the Piper training product line in use at one of the largest collegiate flight schools in the world. The collaborative initiative is expected to create a community of like-minded aviation enthusiasts with a career interest in aviation. Together, Piper Aircraft and the team at UND Aerospace recruited ambassadors based on their enthusiasm, versatility and passion. The team of ambassadors will have the opportunity to speak about their UND program and campus life experience as well as share their personal training journey using social media channels like Instagram. Ambassadors will be able to provide future students with valuable insight into life at UND Aerospace and will be positioned to inspire future aviators. In return, Ambassadors are able to gain valuable communication skills, build industry connections and have the opportunity to participate in Piper and UND Aerospace events.

“With Piper’s strong presence in the flight training market and our large social media follower base, we are in a unique position to launch and support an ambassador program. Our intent with the program is to promote our industry while supporting one of our customers through the development of micro influencers who are actively flight training

with the goal of becoming a professional pilot,” said Jackie Carlon, Senior Director of Marketing and Corporate Communications. “Ultimately we believe this initiative serves many motives, the most important of which is promoting the aviation industry and the opportunities that exist.”



“The students, faculty and staff at UND Aerospace are some of the most enthusiastic and grounded individuals in the industry. We continually strive to improve our programs and wish to showcase them through means more vivid than traditional media. We appreciate our relationship with Piper Aircraft and look forward to partnering in this creative outreach. Aviation is a globally strong and uniquely supportive team and the social platforms today bring us closer together than ever imagined,” said Chad Martin, Fleet Manager for UND Aerospace. “Our ambassadors are creative, and they will provide a flight line reminiscence for alumni and a real life experience for aspiring pilots.”

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