

## NJ SOCIAL MEDIA

FEATURING PEOPLE, BUSINESSES AND NON-PROFITS IN NEW JERSEY WHO USE SOCIAL MEDIA TO CONNECT

### Social Media Presence for Stores at Newark Airport Terminal C

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#### THE SHOPS AT NEWARK LIBERTY INTERNATIONAL AIRPORT—TERMINAL C GO LIVE ON FACEBOOK & TWITTER

*New Social Media Campaign Connects Concessions with Customers*

August 2, 2010 – Westfield Concession Management, developer and manager of Continental Airlines' Terminal C concessions program at Newark Liberty International Airport, proudly announces that Terminal C's concessions are now communicating with customers via Facebook and Twitter. This new social media campaign marks the first of its kind at a Westfield-managed concessions program, and will communicate new store openings, promotions and sales, travel-related news items, and other fun and interesting happenings at EWR Terminal C.

"Because the Continental passenger is extremely savvy and connected, we are confident that they will engage in a fun and informative dialogue with Terminal C's concessions through Facebook and Twitter," said Ken Buckner, Senior Marketing Manager, Westfield Concession Management.

Terminal C's Facebook page, [facebook.com/ShopNewarkTerminalC](https://www.facebook.com/ShopNewarkTerminalC), will direct customers to the latest sales and specials, alert them of new merchandise, and provide opportunities for passengers to post concessions related comments such as their favorite pre-flight meal or the best place to get an afternoon snack. All Facebook posts will be simultaneously tweeted via [twitter.com/ShopEWRC](https://twitter.com/ShopEWRC), where relevant airport/airline related news and other interesting information will also be tweeted or re-tweeted.

In addition to Facebook and Twitter, passengers can also utilize [FourSquare](#) (available as a free application on Blackberry and iPhone) to "Check-In" in at various Terminal C concessions, post comments, and get helpful tips from other users.