



**For Immediate Release:  
October 4, 2007**

**Contact: Liz Schuster  
Sun Country Airlines  
651.681.4823**

## **Sun Country Airlines Partners with Children's Book Series Bur Bur & Friends™ to Launch New In-Flight Activity Books for Children**

**MINNEAPOLIS (October 4, 2007)** – Sun Country Airlines announced today that it has partnered with the new children's book series, Bur Bur & Friends™, to create an in-flight activity book that are now available on all Sun Country Airlines flights.

"In recent years we have seen a significant increase in the number of families that are choosing Sun Country to reach their destinations and it is our goal to make the flying experience enjoyable for even our youngest travelers," said Wendy Williams Blackshaw, Vice President of Marketing at Sun Country Airlines. "The Bur Bur & Friends activity books are educational as well as entertaining and will provide enjoyment for kids of all ages."

The Bur Bur & Friends In-Flight Activity Book, which features activities such as word searches, puzzles and fun facts about airplanes and traveling, will be sold for \$2.00 and include a package of color crayons as well as an individual-sized box of Cinnamon Toast Crunch cereal.

"We are thrilled to be partnering with Sun Country Airlines to teach the youngest of flyers about traveling and to enhance their experiences on the plane and beyond," said JoAnne Pastel, co-founder of Bur Bur & Friends and President of Farmer's Hat Productions. "Our books focus on children of all ethnicities participating in new activities and enjoying time with their families so this collaboration is a perfect fit for us."

Bur Bur & Friends is a children's book series that was recently launched by two Minneapolis moms seeking to offer their bi-racial sons books and toys that celebrate diversity while encouraging outdoor exploration and an active lifestyle. The Bur Bur and Friends series currently consists of three books: "Bur Bur's Boating ABCs," "Bur Bur's Fishing Adventures," and "Bur Bur Throws Out The First Pitch", as well as an interactive website ([www.burburandfriends.com](http://www.burburandfriends.com)) featuring the characters with music, games, and coloring pages for kids to explore.

**About Sun Country Airlines**

Sun Country Airlines, privately held by Petters Group Worldwide and Whitebox Advisors, is based in St. Paul, Minnesota. Sun Country, which has earned a reputation for offering world class service at an affordable price, recently was named to the top 10 lists of domestic airlines in both Travel+Leisure and Conde Nast Traveler. The airline plans to continue its growth by adding frequency to its popular destinations including New York, Washington, D.C., Los Angeles and San Francisco. They offer scheduled service to more than 30 cities. Sun Country offers a *Ufly* rewards program which does the unthinkable. It rewards. For a complete list of destinations and more information, please visit [www.SunCountry.com](http://www.SunCountry.com).

**About Bur Bur & Friends and Farmer's Hat Productions**

Farmer's Hat Productions was founded by JoAnne Pastel and Kakie Fitzsimmons, two mothers of young bi-racial children who wanted to provide books and toys that would celebrate life adventures through they eyes of children of different ethnicities. Farmer's Hat Productions offers fun, educational ways for children to interact and celebrate diversity within their world. Bur Bur and Friends™ books and other products inspire kids to cultivate their talents through sports and creative play. For more information, visit [www.burburandfriends.com](http://www.burburandfriends.com).

# # #