



## **LUKE FORWARD CAMPAIGN FACT SHEET**

- The Luke Forward campaign is being launched to bring the new F-35 joint strike fighter to Luke Air Force Base.
- Luke Air Force Base is currently the largest active duty F-16 training base in the world, and the Air Force is planning to begin replacing its fleet of F-16s with the new F-35 Lightning II within the next few years.
- Through the Luke Forward campaign, state and local government and business leaders plan to generate support from citizens living in every city and town in Arizona in order to position the region and the state as strong supporters of the F-35 training mission with the nation's decision makers in Washington, D.C.
- The Luke Forward campaign is a statewide initiative as Arizona's military industry represents one of the largest industries in the state and generates more than \$9 billion in economic impact annually to Arizona. Luke Air Force Base is the largest military installation in Arizona in terms of the number of personnel it employs (more than 8,000), the population it serves (more than 100,000 base personnel, military families and retirees) and its economic impact to the state of Arizona (\$2.17 billion annually).
- Residents will be learning about Luke Forward through a variety of ways – the creation of a new LukeForward.com Web site, a speaker's bureau, presentations to business organizations, electronic billboards, email "blasts" to residents, cable programs, use of social media, such as Twitter and Facebook, and through the use of other community outreach tools.

- The focal point of the campaign is the new LukeForward.com Web site, where residents living throughout Arizona can register their support of the F-35 mission coming to Luke Air Force Base.
- Arizona's federal delegation in Washington D.C., Governor Jan Brewer and individual cities and towns throughout Arizona have come out in strong support of basing the F-35 training mission at Luke Air Force Base.
- The Luke Forward campaign was developed by the West Valley Partners and Fighter Country Partnership to generate awareness and support of the positive impacts this next generation strike fighter will bring to Arizona. Glendale Mayor Elaine Scruggs and Fighter Country Partnership Board Chairman Charley Freericks are co-chairing the Luke Forward campaign.
- West Valley Partners is the name selected for 13 municipal and county governments whose sole function is to retain appropriate federal representation in Washington, D.C. to lobby for funding, legislation and awareness that will assist in its goal of preserving current and future missions at Luke Air Force Base. This has resulted in federal appropriations to Luke Air Force Base and the Barry M. Goldwater Range of more than \$11 million over the last few years.
- Membership in West Valley Partners includes Avondale, Buckeye, Glendale, Gila Bend, Goodyear, Litchfield Park, Maricopa County, Peoria, Phoenix, Surprise, Tolleson, Wickenburg and Youngtown.