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*****MEDIA ADVISORY*****

CEA, LEADING UAS ORGANIZATIONS AND THE FAA TO HOST PRESS CONFERENCE ON “DRONE” SAFETY CAMPAIGN

LAS VEGAS—On Wednesday, Jan. 7, the Consumer Electronics Association (CEA)[®] will join leading unmanned aircraft systems (UAS) organizations and the FAA at a 2015 International CES[®] press conference on a new safety campaign, [Know Before You Fly](#). The education campaign seeks to provide all prospective users of UAS with the information and guidance they need to fly safely and responsibly.

[Know Before You Fly](#) is spearheaded by the Association for Unmanned Vehicle Systems International (AUVSI), the Academy of Model Aeronautics (AMA) and the Small UAV Coalition in partnership with the Federal Aviation Administration (FAA).

In order to attend the press conference, media must have a 2015 CES press badge.

WHAT: Press conference on the new UAS safety campaign

WHEN: Wednesday, January 7, 2015 at 4:00 p.m. PT

WHO: Gary Shapiro, President and CEO of CEA
Michael Toscano, President and CEO of AUVSI
Richard Hanson, Government and Regulatory Affairs Director of AMA
Michael Drobac, Executive Director of the Small UAV Coalition
Jim Williams, Manager of the FAA's UAS Integration Office

WHERE: Las Vegas Convention Center, Room S228
3150 Paradise Road
Las Vegas, NV 89109