



FOR IMMEDIATE RELEASE
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PRESS RELEASE

Vertical Aviation International Enters Final Phase of Rebranding

Association launches new website and publications.

Alexandria, VA (November 7, 2024) – As part of its rebranding effort, Vertical Aviation International (VAI) is revamping several communication products to reflect the industry's growth and evolution. [Verticalavi.org](https://verticalavi.org) (formerly rotor.org), the [VAI Daily](#) e-newsletter, and [POWER UP](#) magazine have made their debut over the last several weeks.

These changes reflect the organization's new identity, introduced during HAI HELI-EXPO 2024 in Anaheim. The VAI Board of Directors chose to rebrand the association, formerly Helicopter Association International, to unite the rapidly expanding vertical aviation industry under one banner, amplifying the industry's voice to advocate effectively with policymakers while harnessing the sector's unique abilities to strengthen communities.

"We used a deliberate, focused approach to create a brand that represents, advocates for, and promotes all vertical flight aircraft," says James Viola, president and CEO of VAI. "The launch of our new website, magazine, and newsletter is the result of years of research, discussion, and collaboration among our Board of Directors, VAI staff, and a consulting firm, all working together to bring our new brand to life."

Among other updates, the new website includes a [Resource Hub](#), located on the main menu, designed to make it easy to find products, articles, and resources on the site. New website sections include a [Regulatory Action Center](#), which has resources for both members and nonmembers, and an [expanded career development page](#) to guide those considering careers in vertical flight. A page devoted to [VAI member benefits](#) provides a comprehensive review of all the programs and discounts available to the association's membership.

In addition to broadening VAI's focus on diverse aircraft, the rebranding project aligns with VAI's [five strategic initiatives](#), established by the Board of Directors several years ago. "In one form or another, each of our communication products embodies the goals of these initiatives," adds Viola.

VAI's award-winning quarterly magazine, published as ROTOR magazine since 1988, also received an update. The magazine debuted its new look and name, POWER UP, with the September 2024 edition, which featured a cover story about VAI's recent work

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to keep Manhattan's West 30th Street Heliport open for flight operations. The magazine features stories on the global vertical aviation industry, along with columns by industry experts and information on VAI's advocacy and other support for its members. The magazine's new name is inspired by VAI's tagline, "Powering Up," and reflects the association's commitment to advancing the industry through communication, advocacy, safety, education, and support for its members' success.

"We're excited to bring our readers a fresh, bold look," says Gina Kvitkovich, VAI senior director of communications and editor-in-chief of *POWER UP*. "And we'll continue to provide in-depth coverage of the issues, technologies, companies, and people of our dynamic and evolving industry."

The final rebranding change involved renaming the association's daily e-newsletter, published as *ROTOR Daily* for 20 years. Now named *VAI Daily*, the publication is a curated collection of the top news stories about the worldwide vertical flight industry. Featuring between 12 to 15 stories each day, *VAI Daily* delivers essential news, regulatory updates, safety information, and member stories each business day to over 40,000 subscribers globally.

"We handle the wide-ranging search for news so our readers can focus on what matters," says Dan Sweet, managing editor of *VAI Daily*. "We offer a more comprehensive selection than other news services, providing decision-makers with the information they need to make informed choices each day."

Subscriptions to both publications are free; visit verticalavi.org/subscribe to subscribe to *VAI Daily*, and to subscribe to *POWER UP* magazine, visit verticalavi.org/news/subscribe-to-power-up-magazine. Information about promoting your business with the readers of both publications can be found at verticalavi.org/advertise-with-vai.

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