Beat: Entertainment

Paramount Pictures and Eastern Air Lines Sign Marketing Partnership

With the movie -Star Trek Beyond-

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Eastern Air Lines, on July 21, announced their partnership with Paramount Pictures in connection with the release of this summer's highly anticipated movie 'Star Trek Beyond.' In celebration of the movie release this weekend from Paramount Pictures, Skydance, Bad Robot and Perfect Storm Entertainment, the Miami based air carrier has wrapped an Eastern 737-700 aircraft with Star Trek Beyond imagery, and did fly the cast, filmmakers and special guests from Los Angeles to the movie world premiere in San Diego on July 21.

In addition to providing the special charter service flight to the premiere for VIP guests, Eastern's official StarTrek Beyond 737 Next Generation aircraft also makes a second trip to the premiere loaded with the film's fans attending the massive event on the eve of ComicCon. Starting today, the carrier will also offer Star Trek Beyond special promotions through their website and social media channels.

'STAR TREK BEYOND,' the anticipated next installment in the globally popular Star Trek franchise, created by Gene Roddenberry and reintroduced by J.J. Abrams in 2009, returns with director Justin Lin ('The Fast and the Furious' franchise) at the helm of this epic voyage of the U.S.S. Enterprise and her intrepid crew.

Source : Eastern Air Lines Group, Inc.

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