|  |
| --- |
| **A picture containing text  Description automatically generated**  **NEWS RELEASE** |

**A close up of a logo

Description automatically generated**

|  |  |
| --- | --- |
| **For Immediate Release**  **February 28, 2024** | ­­Media Contact: Kim Hunt  Birmingham Airport Authority  [khunt@flybhm.com](mailto:khunt@flybhm.com)  #205-510-6676 |
|  |  |

**Birmingham -Shuttlesworth International Airport Providing a More Inclusive Online Experience**

*New Accessibility Tool Added to Airport Website*

BIRMINGHAM, AL (February 28, 2024) – Birmingham-Shuttlesworth International Airport (BHM) has added a new website feature that will allow visitors better access to online content. Website visitors can now choose from a wide range of accessibility and language support tools for a customized digital experience. It’s called Recite Me Assistive Technology.

The internet can be an incredibly intimidating place for those with access barriers. It’s estimated that 20 – 25% of the population encounter barriers with traditional website information due to a disability, learning difficulty, visual impairment, or even speaking English as a second language. Recite Me is designed to eliminate those barriers by giving users options for how the information is presented.

“A more inclusive website is paramount to effective communication with visitors, tenants, and other business partners here at BAA,” said Kim Hunt, VP of Communications for the Birmingham Airport Authority. “We are exploring more ways to make the airport experience more seamless and enjoyable for everyone who comes through the doors.”

With the click of an Accessibility button at the top right of the website, visitors can explore the tools that are offered. Among them:

* Text to audio and audio download
* Multiple reading aids including a ruler and magnifier
* Customizable styling options such as font style, size, color, and page color contrast
* Instant translation to more than 100 languages

Visit the airport website <https://www.flybhm.com/> and explore the Recite Me technology. The tool bar includes a guide that offers an overview of all available features.

**About Birmingham-Shuttlesworth International Airport**

As Alabama’s largest commercial airport, Birmingham-Shuttlesworth International Airport has served as a gateway to the sky for more than 90 years. Governed by the Birmingham Airport Authority, the airport continues to be a catalyst for growth and economic development for the entire region. For more information, visit [flybhm.com](https://nam11.safelinks.protection.outlook.com/?url=http%3A%2F%2Fwww.flybirmingham.com%2F&data=04%7C01%7Cconeil%40flybirmingham.com%7C87939a42625f444ddaa808d911876660%7C746a9f97a4eb482a99dfe5ed768d649c%7C0%7C0%7C637560095507589763%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C1000&sdata=DJBmI99TXkTS6u8wAKLr6uKoxLY4FY%2BRiVc71ugk%2BYg%3D&reserved=0) or follow BHM on [Facebook](https://nam11.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.facebook.com%2FFlyBHMAirport%2F&data=04%7C01%7Cconeil%40flybirmingham.com%7C87939a42625f444ddaa808d911876660%7C746a9f97a4eb482a99dfe5ed768d649c%7C0%7C0%7C637560095507599719%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C1000&sdata=gJGKHhNlPNuyuL55WNKtD9UgoQWX9AJJ0GfUGeAmKY4%3D&reserved=0), [Twitter](https://nam11.safelinks.protection.outlook.com/?url=https%3A%2F%2Ftwitter.com%2FBHMAirport&data=04%7C01%7Cconeil%40flybirmingham.com%7C87939a42625f444ddaa808d911876660%7C746a9f97a4eb482a99dfe5ed768d649c%7C0%7C0%7C637560095507599719%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C1000&sdata=Km8IwADb4wU82QbiUTKFYIVEaZdWlZjc1CKZIKdBRSs%3D&reserved=0), [Instagram](https://nam11.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.instagram.com%2Fbhmairport%2F&data=04%7C01%7Cconeil%40flybirmingham.com%7C87939a42625f444ddaa808d911876660%7C746a9f97a4eb482a99dfe5ed768d649c%7C0%7C0%7C637560095507609674%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C1000&sdata=y5JazB1HOZ8XK5oYdD2ZyOb8Fzr6M5uxqqKZ%2B7NSfcM%3D&reserved=0), and [LinkedIn](https://nam11.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.linkedin.com%2Fcompany%2Fbirmingham-airport-authority1%2F&data=04%7C01%7Cconeil%40flybirmingham.com%7C87939a42625f444ddaa808d911876660%7C746a9f97a4eb482a99dfe5ed768d649c%7C0%7C0%7C637560095507609674%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C1000&sdata=4wTt0d0KUVhqQL8EAWuCFBA%2FX1mPlj%2BvxbDTL%2FQ1540%3D&reserved=0).

###