**Email Option #1:**

Subject: Fly Aboard the World’s First Luxury Commercial Airplane!

Headline: EAA’s Flying Museum is Coming to \_\_\_\_\_\_\_\_\_!

Take to the skies in a fully-restored Ford Tri-Motor for an experience you won’t forget.

Considered the world’s first luxury commercial airplane, the Ford Tri-Motor set the standard for airline travel today.

Book your flight online and save!

<Book Now> (linkto: http://flytheford.org)

**Email Option #2:**

Subject: Experience the Golden Age of Aviation

Headline: EAA’s Flying Museum is Coming to \_\_\_\_\_\_\_\_\_!

Now’s your chance to fly in a Ford Tri-Motor: an aircraft built with the most advanced construction techniques of the 1920s. Because of its all-metal design, the visionary Henry Ford called it “the safest airliner around.”

Book your flight online and save!

<Book Now> (linkto: http://flytheford.org)