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## Norwegian's passengers donate more than £40,000 to UNICEF in first month of new online initiative

As low-cost airline Norwegian continues its busiest ever summer in the UK, passengers have been in generous mood by donating more than £40,000 to UNICEF's work for children all over the world.

Norwegian extended its partnership with UNICEF last month by launching a new function that allows passengers to donate funds when purchasing their flights online - within six weeks of launch, £40,888 has already been donated to UNICEF.

The online donation technology from IT company Amadeus means that a simple click when finishing their ticket purchase is all it takes for passengers to donate a small amount to UNICEF - customers will have the option to donate £3, £5, £10 or £15 when they book their tickets.

Three pounds is enough to provide a mosquito net, which will protect newborns against malaria, and £5 enables UNICEF to vaccinate 37 children against polio. UNICEF can provide an entire class of 27 students with books for £10, while £15 is enough to buy 42 packets of therapeutic food – enough for a two-week treatment for a malnourished child.

**Norwegian CEO Bjørn Kjos said:** “I would like to thank all of our wonderful passengers for their generosity so far this summer. More than £40,000 donated in just 6 weeks shows that if passengers contribute even a small amount, it can make a huge difference in helping give children all over the world a better future.”

**Secretary General Bernt G. Apeland of UNICEF Norway:** “This shows that Norwegian’s customers want to contribute to making the world a better place for children. But it also shows that it is easier to support our work when it is easy to make donations, the way Amadeus and Norwegian have enabled customers to contribute online. I would like to thank both companies and all customers for their contribution.”

Norwegian and UNICEF have had a signature partnership since 2007 with Norwegian introducing a number of initiatives to support UNICEF’s work. These include arranging fundraisers onboard and last year the airline filled a Boeing 737 with emergency aid to the Central African Republic. Additionally, Norwegian donates money to UNICEF as an alternative to giving its employees a Christmas present.

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**Norwegian in the UK:**

Norwegian now flies to 34 short and long haul destinations from the UK

Norwegian has grown to become the third largest airline at Gatwick and also operates from Birmingham, Edinburgh and Manchester Airports

Norwegian is having its busiest ever summer in the UK with over one million passengers between July and September and over 500 flights per week to and from UK airports

Norwegian was recently voted Best Low Cost Airline in Europe and World's Best Low-Cost Long Haul Airline at the *SkyTrax World Airline Awards* voted for by the travelling public

## Contacts



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