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Member News - 01/06/2021

BE PRIDE. BE LUXEMBOURG.

In reference to the Pride month, Luxair and the association Rosa Lëtzebuerg join their voices to convey a message of inclusiveness across Europe.

On June 1st, Luxair surprises, once again, the Grand Duchy by unveiling the new special livery of its De Havilland Q400 aircraft, registered LX-LQC, in the colours of the rainbow, designed in partnership with the Luxembourg association Rosa Lëtzebuerg, which has been actively fighting for the rights of the LGBTIQ+ community since 1996. The fuselage and cabin interior decoration now bear the colours of the pride flag. With its "Be pride. Be Luxembourg", Luxair will spread the message of inclusiveness throughout Europe. The LX-LQC will make its first flight on June 1st 2021 to Ibiza.

The creation of a new livery is only the most visible part of a partnership that aims to raise awareness on this subject. The first step of this collaboration consisted in organising internal seminars to enable Luxair employees to become aware, to identify the factors of discrimination and to act against it. Indeed, through this partnership, Luxair wishes to continue to develop, both internally with its employees and externally, a more inclusive and welcoming culture.

The reason for Luxair's existence is to enable communities to meet. Inclusiveness, therefore, is a fundamental value to be protected and promoted.

In this context, Luxair decided to partner with Rosa Lëtzebuerg and show its support to the LGBTIQ+ community with well-defined activities, both internally and externally, and to convey, once again, a clear message, which encourages everyone to express their true personality and live their identity freely.

Luxair is also launching a range of products to commemorate the event and encourages everyone to wear the Luxair colours for Luxembourg Pride Week, which will take place in Esch-sur-Alzette from the 3rd to 11th July 2021.

Among the products offered, customers will be able to discover: mugs, thermal bottles, T-Shirts, pins and "remove before flight" key rings. They will be available as of June 2nd, in the Luxair Travel Stores, in the departure hall at Luxembourg Airport and in Munsbach, 25 rue Gabriel Lippmann, Munsbach. All profits from these sales will be donated to the Rosa Lëtzebuerg association.

A few words about Rosa Lëtzebuerg:

Rosa Lëtzebuerg asbl, founded in 1996, is a non-profit organisation working on behalf of LGBTIQ people and is active in the field of societal issues related to LGBTIQ. This acronym refers to lesbian, gay, bisexual and trans- identified people, where trans-identifying refers to all people who do not identify with the sex or gender they were assigned at birth and the roles associated with it in our society.

About the project:

A few words from Tom Hecker, President of Rosa Lëtzebuerg:

"As the oldest organisation in Luxembourg dedicated to fighting for the rights of the local LGBTIQ+ community, Rosa Lëtzebuerg asbl is proud of our partnership with Luxair.

We are extremely pleased that Luxair has taken the initiative and consulted us to not only increase the company's internal policy on acceptance of queer employees through discussions and workshops, but also to implement various approaches to improve customer service at the same time.

Furthermore, with an aircraft that will be visible in the Pride colours at home and abroad for several weeks, a visible sign of the openness of the company as well as of Luxembourg will be set.

We say thank you, I say thank you for this partnership, because together we can make a difference for the LGBTIQ+ community."

A few words from Gilles Feith, Luxair CEO:

"I am very proud and happy about this new collaboration which aims to promote and defend the rights of LGBTIQ+ people. With our Q400 LX-LQC we give visibility to this Luxembourg association and to the Luxembourg Pride Week. Thanks to this new livery, Luxair will spread the importance of inclusiveness, which is a fundamental value of our society, in the destinations served by the Q400 and much further afield.

With this new design, I invite our employees, customers, partners and suppliers to open their hearts and minds and be authentic. Authenticity has a positive effect on our personal satisfaction, performance and commitment. I believe in diversity, equality and inclusion… being accepted for who we are should never be complicated."

Useful links:

- A video tracing the project from conception to completion: https://www.youtube.com/watch?v=BGqBaQvU2gk
- A selection of pictures https://we.tl/t-SwLIejAdZe
- A special dedicated page https://www.luxair.lu/en/offers/be-pride-be-luxembourg
- Rosa Lëtzebuerg's website https://www.rosa-letzebuerg.lu