

LUXAIR IN ORANGE

Luxembourg, 24 November 2020

INTERNATIONAL DAY FOR THE ELIMINATION OF VIOLENCE AGAINST WOMEN AND GIRLS



In reference to the International Day for the Elimination of Violence against Women on 25 November 2020, Luxair joins the movement initiated by the United Nations World Organization and dresses its identity up in orange. The objective? #OrangeTheWorld.

The periods of confinement resulting from the current health situation lead to a potential increase in all types of violence against women and girls, especially domestic violence. Such violence can be psychological, physical or sexual and affects women, girls, men and boys from all social classes, nationalities and ages. According to the United Nations World Organization, more than one in three women in the world suffers physical or sexual violence from an intimate partner in the course of their lives.

On the occasion of the International Day for the Elimination of Violence against Women and Girls, Luxair provides, for the first time, its most precious



asset: its brand, its colours, the livery of one of its aircraft. Powerful means to help the cause.

Indeed, Luxair has replaced the blue colour of its logo on one of its aircraft in favour of the orange colour, symbol of this action set up by the UN more than twenty years ago. As of 25 November 2020, the Luxair's De Havilland Q400, registered LX-LGE, will be unveiled in a special livery and will carry the associated message across Europe.

Alongside various partners, Luxair regularly provides voluntary support in actions to protect the most vulnerable, destitute and exposed people. Because violence is not acceptable to anyone, Luxair has decided to dedicate its visibility to the defence of women and girls who are victims of violence.

With the help of a digital communication on the subject, Luxair will relay the work carried out by Femmes en détresse, a national association that dedicates its energy to the protection of women and girls, as well as that of the Ministry of Equality between Women and Men.

Andrée Birnbaum, Executive Director of Femmes en détresse says that *“the success of our actions to prevent violence against women and girls depends on the visibility given to them. Violence against women and girls is a global issue for which Luxair wanted to raise awareness among its staff, passengers and communities. This unexpected and creative support will help us considerably increase the spread of our messages”*.

Indeed, Luxembourg has a legal, regulatory and institutional framework to combat violence against women and girls in all its forms. Concrete solutions are in place to prevent and remedy all cases of violence through a clearly established support and assistance system.



Gilles Feith, CEO of Luxair, underlines the importance of supporting this day and all the work related to it: *“Due to its size, its significance in the economic and social landscape of the country and its air transport activity, Luxair is able to offer an impactful visibility. Violence is a subject that knows no geographical, demographic or social boundaries. Raising awareness is important to increase the effectiveness of action by all stakeholders committed to ending violence against women and girls. Luxair integrates its social*

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responsibility into its corporate strategy, even in times of crisis, and thus reinforces its commitment to various national partners.”

Luxair invites everyone to amplify this orange message of a better future and a fairer world for all those women and girls affected by violence by sharing photos with a touch of orange on social networks using the hashtag **#LuxairStandsUp** and **#OrangeTheWorld**.

