MEDIA RELEASE

ALITALIA AND ETIHAD AIRWAYS TO SUPPORT THE EXPO MILAN 2015 SCHOOL PROJECT

Rome, 6th October 2014 - As Official Global Airline Carriers for Expo Milan 2015, Alitalia, Italy’s leading carrier, and Etihad Airways, the national airline of the United Arab Emirates, have announced their support of the event’s School Project.

The School Project is a platform for sharing ideas on Expo Milan 2015’s ‘Feeding the Planet, Energy for Life’ theme, with special training and contests provided to schools across the world on the theme of food and sustainability.

An estimated 20 million visitors are expected to attend Milan Expo 2015 between May and October next year, of which approximately 10 per cent will be primary, middle and high school students, as well as university students, making it the largest community of visitors to Expo Milan 2015.

Out of these two million young visitors, around 1.3 million will be Italian students, mostly from Northern Italy, with an additional 700,000 students coming from abroad.

With approximately 100 daily flights to and from Milan, Alitalia and Etihad Airways will connect the Expo city to over 560 unique online and codeshare destinations around the world. Together, the two airlines will support the participation, both physical and virtual, of people coming from Italy, as well as locations across Europe, USA, Canada, South America, UAE, China, Japan and Australia.

Alitalia and Etihad Airways will support the Expo School Project with attractive offers, encouraging younger guests to attend the event. Alitalia will provide special offers to students in Italy and across the world that are planning educational trips to Expo Milan 2015, while Etihad Airways will offer special Expo Holiday Packages to schools in the UAE.

In addition, through the construction of a pavilion that will host a multimedia futuristic "Social Hub", Alitalia and Etihad Airways will allow young people not only to attend, but also to contribute personally to this remarkable global event in 2015.

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