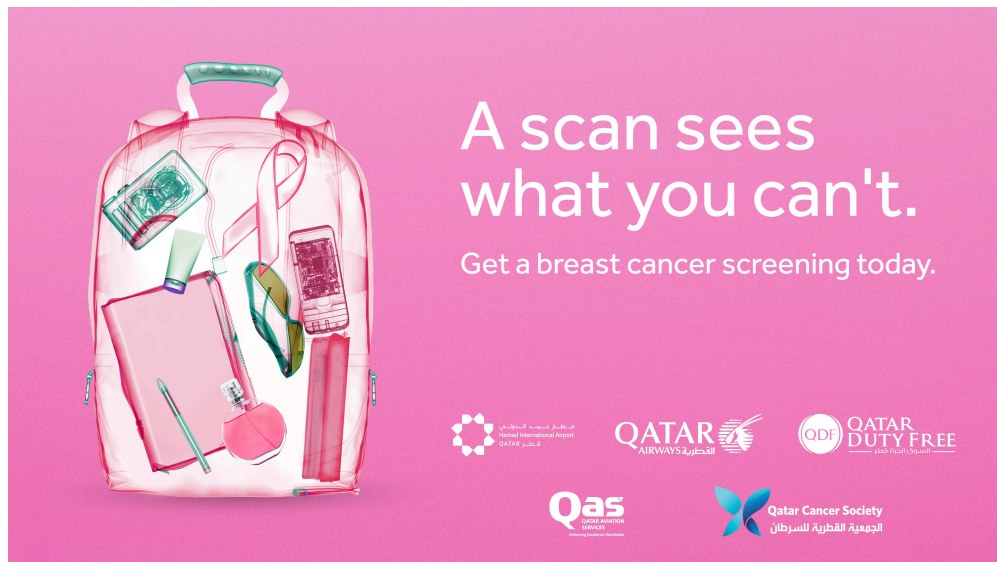


Qatar Airways unites with HIA, QAS and QDF to “Think Pink” for Breast Cancer Awareness Month



Throughout the month of October, with giveaways, activities, workshops & lectures, the partners will promote key messages about the importance of early screening and detection to both staff members and passengers

Qatar Airways has joined forces with Hamad International Airport (HIA), Qatar Aviation Services (QAS) and Qatar Duty Free (QDF) to show its united support for Breast Cancer Awareness Month with a series of “Think Pink” themed events and giveaways throughout the month of October.

Activities for staff will include pink giveaways and a series of lectures from the Qatar Cancer Society (QCS) at HIA, along with awareness workshops, free mammogram screening by qualified medical staff for all eligible employees and the return of annual Charity Bazaar fundraising events at a variety of Qatar Airways locations.

The multiple award-winning airline will also be re-launching a refreshed version of its much-loved pink BRICs amenity kits, containing exclusive products from Italy’s Castello Monte Vibiano Vecchio eco-range, for passengers traveling on ultra-long-haul or long-haul flights in First Class and Business Class.

Nabeela Fakhri, SVP – Executive Advisor to the Group Chief Executive, Qatar Airways said: “We are proud to unite with our partners HIA, QAS and QDF to, once again, show our commitment to raising awareness of breast cancer, as well as our support for those affected by it.

Education and awareness is key to continuing the tremendous efforts being made across the globe to eradicate this devastating disease.

Together we hope to reach as many people as possible, whether employees or passengers, and help save lives with vital information about the tell-tale signs to look out for and where to go for help.”

As part of HIA’s month-long “Think Pink” campaign, airport staff will be inviting breast cancer survivors to talk about their experience and setting up an educational booth offering key messages

about the importance of early screening and detection to passengers passing through Qatar Airways home and hub.

Abdulaziz Al Mass, VP of Marketing and Corporate Communications, HIA added: "As Qatar's gateway to the world, part of our mission is to support and inspire the community we serve.

Our bespoke breast cancer educational booth will engage passengers traveling through HIA to raise awareness and encourage people to get screened and support the cause."

HIA has been dedicated to social and health initiatives and previously entered partnerships to provide additional services to passengers with special needs, with a focus on passengers with autism. HIA has also partnered with an eye health charity to inspire the airport's passengers to learn more about preventable eye conditions.

Bruce Bowman, SVP, Qatar Duty Free added: "QDF is thrilled to be able to promote this campaign in partnership with the Qatar Airways family.

We will be displaying a "call to action" in all our outlets, both at HIA and in Doha, to help underline the importance of regular breast screening and encourage donations to the Qatar Cancer Society."

Mehmet Murat Nursel, SVP, Qatar Aviation Services concluded: "The alarming rise in the number of cancer patients is very distressing and we encourage everyone, women and men, to take all the necessary precautions in order to ensure their wellbeing."

Hamad International Airport, Qatar Airways' home and hub, was named "Best Airport in the Middle East" for the fifth consecutive year, "Best Staff Service in the Middle East" for the fourth year in a row and ranked as the "Fourth Best Airport" in the world at the Skytrax World Airport Awards 2019.

A multiple award-winning airline, Qatar Airways was named "World's Best Airline" by the 2019 World Airline Awards, managed by international air transport rating organization Skytrax. It was also named "Best Airline in the Middle East", "World's Best Business Class" and "Best Business Class Seat", in recognition of its ground-breaking Business Class experience, Qsuite. Qatar Airways is the only airline to have been awarded the coveted "Skytrax Airline of the Year" title, which is recognized as the pinnacle of excellence in the airline industry, five times.

Qatar Airways currently operates a modern fleet of more than 250 aircraft via its hub HIA, to more than 160 destinations worldwide. The airline has recently launched an array of exciting new destinations, including Rabat, Morocco; Izmir, Turkey; Malta; Davao, Philippines; Lisbon, Portugal; and Mogadishu, Somalia. The airline will add Langkawi, Malaysia and Gaborone, Botswana, to its extensive route network in December 2019, Luanda, Angola in March 2020 and Osaka, Japan in April 2020.