



Norwegian CEO Bjørn Kjos in Central African Republic for the Norwegian/UNICEF flight in 2014

Feb 18, 2017 07:00 EST

Norwegian and UNICEF Organize Humanitarian Flight to Mali

NEW YORK (FEBRUARY 17, 2017) – Norwegian and its charitable partner UNICEF announce the third “Fill a Plane” campaign, an altruistic initiative to bring humanitarian aid and developmental materials to children in developing nations. The 2017 humanitarian flight, which takes off for

Bamako, Mali on Monday, March 6, will bring much needed supplies to Malian children.

Now in its third year, Norwegian and UNICEF's "Fill a Plane" initiative aims to raise more than \$240,000 to obtain the relevant aid and supplies needed for the 360,000 children who are suffering from the effects of war and conflict and do not have access to schools.

"This year, we want to give something to the children of Mali and help improve both their current well-being and their future. Besides our internal resources, we also hope that our customers and other partners will help us fill this plane so that the children of Mali can reach their fullest potential and also strengthen their local communities," said Norwegian CEO Bjørn Kjos.

"As a result of the horrible conflicts in Mali, these children have lost everything. UNICEF is extremely pleased to have a long-term partner like Norwegian that once again supports our work and contributes generously to help children in need. We also hope Americans will help us raise money so we can fill the plane with as much needed material as can possibly fit. Together we can ensure these kids get hope and a future," said Camilla Viken, Secretary General, UNICEF Norway.

Donating to the "Fill a Plane" initiative is easy. Americans can donate directly on the U.S.Fund for UNICEF's [website](#). Norwegian's passengers can also add a UNICEF donation while booking a flight on the airline's website Norwegian.com/us. These funds will allow Norwegian and UNICEF to fill and entire Boeing 737 aircraft – including overhead bins, seats, seatback pockets and the cargo hold -- with the developmental materials and humanitarian aid along with material from UNICEF's warehouse.

UNICEF Norway and Norwegian celebrated 10 years of a fruitful partnership in 2017 and also extended their partnership to include UNICEF USA, UNICEF Denmark and UNICEF Sweden. The first two "Fill a Plane" campaigns benefitted children in the Central African Republic (2015) and children in a Syrian refugee camp in Za'atari, Jordan (2016). For more information on UNICEF's work in Mali, please visit the organization's dedicated [website](#).

About Norwegian

Norwegian is the world's sixth largest low-cost airline and carried almost 30 million passengers in 2016. The airline operates 450 routes to 150 destinations in Europe, North Africa, Middle East, Thailand, Caribbean and the U.S. Norwegian has a fleet of 120 aircraft, with an average age of 3.6 years, making it one of the world's youngest fleets. Norwegian was named the [Most Fuel-Efficient Airline on Transatlantic Routes](#) by the International

Council on Clean Transportation (ICCT). Norwegian was named the World's Best Low-Cost Long-Haul Airline by the renowned SkyTrax World Airline Awards in 2015 and 2016, and for the fourth consecutive year, named Europe's Best Low-Cost Airline. Norwegian employs 6,000 people. The airline offers 40 nonstop routes from the U.S. to London, Paris, Scandinavia and the Caribbean. Follow [@Fly_Norwegian](#) on Twitter, join the discussion on [Facebook](#) and keep up with our adventures on [Instagram](#). For more information on Norwegian and its network, visit [norwegian.com](#).

Contacts



Press Office

Press Contact

Only for press inquiries

pressUSA@norwegian.com

954.648.2989



Anders Lindström

Press Contact

Director of Communications, USA

anders.lindstrom@norwegian.com

+1 954.648.2989