



Still from "Amy vs Craig" starring Rose Byrne and Damon Herriman

Mar 01, 2018 06:00 EST

Norwegian Launches World's First Female-Driven In-Flight Comedy Channel

NEW YORK CITY (MARCH 1, 2018) – Norwegian, the [World's Best Low-Cost Long-Haul Airline](#) and [Airline of the Year 2017](#), today launched the world's first female-driven in-flight entertainment comedy channel in an exclusive partnership with the online comedy platform PYPO, Put Your Pretty On. This is the first of many exciting milestones that will come from this partnership throughout this year.

The on-demand in-flight video channel will be onboard all of Norwegian's Dreamliner-operated long-haul flights, including 45 routes from the United

States. Comedy sketches such as “Amy v Craig”, “Lady Sizes” and “Wedding Dress” features stars like Rose Byrne, Dan Bakkedahl and Damon Herriman.

The next step in the partnership includes the creation of exclusive content which will premiere on Norwegian in-flight entertainment system before it’s accessible on PYPO’s own platform.

Stephanie Laing, who launched PYPO in 2015, directed her first movie, “Irreplaceable You”, which premiered on Netflix last month and streaming now. Laing is also an award-winning TV comedy producer and director (“Veep”, “Eastbound & Down” and “Divorce) with two Emmy® wins and eight nominations.]

“This is an exciting partnership for Norwegian as it focuses on providing even better entertainment onboard for our passengers. By joining forces with PYPO, we will be able to offer exclusive content and never before-seen opportunities, which we will be able to announce more details of in the coming months. We are thrilled that Stephanie Laing and her team will work with our creative team to create something extraordinary,” said Anders Lindström, Director of Communications USA, Norwegian, and project manager.

“We could not be more excited for our comedy channel to take flight with Norwegian as comedy is truly without borders. We hope to entertain passengers onboard in a different way with our unique approach to comedy. Our partnership with Norwegian will allow PYPO to take on new opportunities on a more global scale and highlighting female comedic talent to new audiences,” said Stephanie Laing, Founder, PYPO.

During 2017, the world’s fastest-growing airline launched 25 new routes out of the United States. Upcoming launches from the U.S. include: Chicago to London (March 25); Austin to London (Mach 27); Denver to Paris (April 9); Oakland/San Francisco to Paris (April 10); Boston to Paris (May 2); New York/JFK to Amsterdam (May 7); Los Angeles to Milan (June 18); Los Angeles to Madrid (July 16); and New York/JFK to Madrid (July 18).

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Sample sketches from PYPO’s Norwegian in-flight channel are available here: [“Amy v Craig”](#), [“Wedding Dress”](#), and [“Lady Sizes”](#).

About PYPO

Since its inception in 2015, PYPO (Put Your Pretty On)'s digital studio has been supporting women in comedy both in front of and behind the lens. PYPO believes in disruptive, witty and honest comedy as a medium for current conversations to be explored in a smart and unapologetic way. For more information on PYPO, visit PYPO.com.

About Norwegian

Norwegian is the world's sixth largest low-cost airline and carried around 33 million passengers in 2017. The airline operates 500 routes to 150 destinations in Europe, North Africa, Middle East, Thailand, Caribbean, the U.S and South America. Norwegian has a fleet of 150 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 has been voted 'Europe's best low-cost carrier' by passengers for five consecutive years at SkyTrax World Airline Awards from 2013-2017, along with being awarded the 'World's best low-cost long-haul airline' in 2015, 2016 and 2017. Norwegian employs 9,000 people.

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