



## PRESS RELEASE

### **ITA Airways celebrates the International Day for the Elimination of Violence against Women with the Atena Onlus Foundation**

#### **ITA Airways' headquarters in Rome Fiumicino lights up red against gender-based violence**

Rome, November 24<sup>th</sup>, 2023 – ITA Airways is actively participating in the International Day for the Elimination of Violence against Women by renewing the “*Voliamo lontano dalla violenza*” (Let's Fly Away from Violence) awareness campaign together with the Atena Onlus, a foundation committed to spreading the culture of prevention and women's health.

The Company contributes to raising public awareness on gender-based violence, embracing the call issued worldwide by the UN, which has dedicated the day of November 25<sup>th</sup> to this anniversary since 1999.

On November 25<sup>th</sup>, male crew on board each ITA Airways' aircraft will wear a red pin, made of regenerated fabric by female inmates of the *Made in carcere* Association. This pin is a symbol of the joint commitment with Atena Onlus Foundation to raising awareness on the topic of violence against women. Tomorrow, an announcement done on board ITA Airways' flights will raise passengers' awareness on the initiative.

To reinforce its commitment, later today ITA Airways' headquarters in Rome Fiumicino will be lit up in red.

ITA Airways has always been at the forefront of supporting initiatives related to social sustainability and has been committed to promoting equality and inclusion since its inception.

#### For press information:

Pietro Caldaroni, Head of Communication and Institutional Relations

Mail: [media@ita-airways.com](mailto:media@ita-airways.com)

#### **About ITA Airways**

*ITA Airways is a company totally owned by the Italian Ministry of Economy and Finance for the exercise of business in the air transport sector. ITA Airways aims at creating an efficient and innovative air carrier that will become a reference point in providing Italy with quality connectivity both in terms of international destinations, thus boosting tourism and foreign trade, and within the Country, also taking advantage of the train-air integrated mobility. ITA Airways will place the best customer service at the center of its strategy (through a strong digitization of processes that ensure a best-in-class experience and personalized services), combined with sustainability, in its environmental (new green and technologically advanced aircraft, use of sustainable fuels), social (equality and inclusion for a gender-neutral company) and governance (integration of sustainability into internal strategies and processes) aspects. ITA Airways is a member of SkyTeam alliance as of October 2021.*