

## PRESS RELEASE

**ITA Airways and the Italian Red Cross sign a Memorandum of Understanding**

Rome, July 12, 2024 – ITA Airways, the Italian reference airline, and the Italian Red Cross, a volunteer organization committed to providing health and social assistance in both peacetime and conflict, have signed a Memorandum of Understanding. The signing ceremony took place today at ITA Airways' headquarters in the presence of Andrea Benassi, General Manager of ITA Airways, and Rosario Valastro, Chairman of the Italian Red Cross.

The document aims to strengthen the collaboration between the two parties, initiating joint initiatives related to training, advocacy, information dissemination, and raising awareness on several issues of mutual priority interest.

The agreement coincides with the 160th Anniversary of the Italian Red Cross. To celebrate this significant milestone, the 160th-anniversary logo of the Italian Red Cross has been placed on the livery of an ITA Airways Airbus A319, dedicated to the champion Novella Calligaris.

*"I am honored to sign this collaboration agreement with such a prestigious and noble organization as the Italian Red Cross", said **Andrea Benassi, General Manager of ITA Airways**. "Our Company shares principles related to social sustainability and the protection of health and life with the Italian Red Cross. Displaying the 160th-anniversary logo of the Italian Red Cross on one of our aircraft demonstrates our joint commitment to fostering a culture of care for communities and individuals in vulnerable situations".*

*"It is important to know that we can rely on the support of our Country's reference airline", added **Rosario Valastro, Chairman of the Italian Red Cross**. "We are together to share a journey that will see us walk side by side, including in first aid training activities. I thank ITA Airways for their sensitivity during this important time, our 160th anniversary. I hope this collaboration serves as a concrete incentive for our Volunteers to tackle the challenges ahead providing help wherever it's needed."*

**For press information:**

Pietro Caldaroni, Head of Communication and Institutional Relations

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

Marco Ottaviani, Responsabile Servizio Stampa Croce Rossa Italiana

Mail: [stampa@cri.it](mailto:stampa@cri.it)

**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.

**About the Italian Red Cross**

The Italian Red Cross is a voluntary organisation whose purpose is health and social assistance in times of peace and conflict. An association of high standing, it is placed under the patronage of the President of the Republic. The Italian Red Cross is part of the International Red Cross Movement. In its actions at international level, it coordinates with the International Committee of the Red Cross, in countries in conflict, and with the International



*Federation of Red Cross and Red Crescent Societies for other interventions. Today there are about 150,000 Italian Red Cross volunteers active throughout the country in more than 670 territorial Committees.*