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Support the work for children when booking your next flight

Norwegian, UNICEF and Amadeus extend their long-term cooperation with a global agreement. The new agreement enables Norwegian's passenger to donate funds to UNICEF's work for children all over the world when purchasing their flights online.

"Norwegian and UNICEF have over the past years had several activities to collect funds for children in need. Our passengers have always made generous donations, not least when we sent a plane with emergency aid to the Central African Republic last year. Now we hope that the opportunity to

give a small amount to UNICEF while booking tickets on our website will result in even more children getting the future they deserve," said CEO Bjørn Kjos of Norwegian.

A simple click when finishing the ticket purchase is all it takes to donate a small amount to UNICEF and the organization's work for children all over the world.

"The passengers' donations will make a difference for children worldwide. We know travelers are keen to contribute, and with the new donation engine, Norwegian and Amadeus are now making it even easier for them to support our work", said Secretary General Bernt G. Apeland of UNICEF Norway.

Passengers will have the option to donate 3, 5, 10 or 15 pounds when they book their tickets. Three pounds is enough to provide a mosquito net, which will protect new-borns against malaria, and five pounds enables UNICEF to vaccinate 37 children against polio. UNICEF can provide an entire class of 27 students with books for 10 pounds, while 15 pounds is enough to buy 42 packets of therapeutic food – enough for a two-week treatment for a malnourished child.

The new cooperation between Norwegian and UNICEF has been made possible by IT company Amadeus' donation technology.

Svend Leirvaag, Vice President Industry Affairs at Amadeus IT Group commented "This new partnership with Norwegian and UNICEF forms part of our Technology For Good approach to CSR. We contribute Amadeus technology, such as the donation engine, free of charge to work with travel partners and humanitarian agencies for socially worthy outcomes greater than each of us can achieve alone. We invite all our partners to consider joining us in similar initiatives."

Since 2007 Norwegian and UNICEF have had a so-called signature partnership. Through this cooperation, we have for instance flown emergency aid to the Central African Republic and arranged fundraisers on board. In addition, the company donates money to UNICEF as an alternative to giving its employees a Christmas present.

About UNICEF:

UNICEF promotes the rights and well-being of every child, in everything we do. Together with our partners, we work in 190 countries and territories to translate that commitment into practical action, focusing special effort on reaching the most vulnerable and excluded children, to the benefit of all children, everywhere. For more information about UNICEF and its work visit: www.unicef.org

About Amadeus:

Amadeus is a leading provider of advanced technology solutions for the global travel industry. Customer groups include travel providers, travel sellers, and travel buyers.

The Amadeus group employs around 12,000 people worldwide, across central sites in Madrid (corporate headquarters), Nice (development) and Erding (operations), as well as 71 local Amadeus Commercial Organisations globally. To find out more about Amadeus please visit www.amadeus.com

Norwegian Air Shuttle ASA, commercially branded “Norwegian”, is a low-cost airline listed on the Oslo Stock Exchange. Norwegian is the second largest airline in Scandinavia and third largest low cost carrier in Europe. The company reported its highest ever passenger figures in a single year with almost 24 million passengers in 2014. Norwegian has a route portfolio that stretches across Europe into North Africa and the Middle East, as well as long-haul flights to the US and Southeast Asia. The company has a total of 424 routes to 130 destinations and employs approximately 4,500 people in Norway, Sweden, Denmark, Finland, Estonia, UK, Spain and Thailand. The company has 258 undelivered aircraft on firm order. Norwegian was founded in 1993 and its headquarter is in Fornebu, Norway. Norwegian offers better leg room than most competitors, in-flight WiFi on short haul, world-class punctuality and a fleet of 96 aircraft with an average age of only four years. In 2013 and 2014, Norwegian was voted Europe’s best low-cost carrier of the year by the renowned SkyTrax World Airline Awards. In 2014, Norwegian also won three prizes at the prestigious Passenger Choice Awards for Best Airline in Europe, Best Inflight Connectivity & Communications and Best Single

Achievement in Passenger Experience for its moving map on the 787 Dreamliners. In addition, Norwegian was awarded Europe's best low-cost airline by AirlineRatings.com for the second year running.

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