



Aer Lingus partners with the Irish Girl Guides to encourage more girls to consider careers as pilots and engineers

The Aviation Badge will provide a structured introduction to aviation for girls from ages 5 - 14 years

05 February 2019 - Aer Lingus has partnered with the Irish Girl Guides to create the 'Aviation Badge', which aims to engage girls from a young age with the aviation sector, by building an interest and foundation for future study in STEM subjects and encouraging them to consider future careers in the aviation industry.

Irish Girl Guides has approximately 12,000 members in Ireland. The partnership will provide a structured introduction to aviation with the creation of three Aviation badges, one for each level of Girl Guide: Ladybirds (aged 5 – 7); Brownies (aged 7 -10); and Guides (aged 10-14).

A bespoke, age-appropriate curriculum has been developed by Aer Lingus and Irish Girl Guides. Ladybirds must colour in a picture of an aircraft and make an object that flies such as a paper plane or kite. Brownies are required to research different careers linked with aviation and air transportation, investigate innovative women in the history of aviation and learn the phonetic language of Aviation. Girl Guides must research the pilot profession, including what education and skills are required; put their engineering skills to the test by creating their own aircraft experiments and challenge them to think of things that fly and how.

Aer Lingus has a strong track record of supporting female pilots: it was the first airline in Europe to employ a female pilot, and currently, employs twice as many female pilots when compared with the international airline industry average. Aer Lingus is making a concerted effort to encourage a greater number of women to apply for roles that have traditionally been male-dominated via their Aer Lingus Future Pilot Programme, the Aer Lingus Apprenticeship Scheme as well as opportunities in airline operations.

Brian Bowden, Chief People Officer for Aer Lingus said:

“Aer Lingus is committed to employing a greater number of women in technology roles that have traditionally been seen as male dominated. We want to encourage girls to study STEM (science, technology, engineering and maths) subjects and consider aviation. Just over 5 per cent of airline pilots worldwide are female and only 16 per cent of engineering graduates in Ireland are female. Only by encouraging greater female interest and applications to these roles can we address the gender imbalance. We’re delighted to partner and support the Irish Girl Guides to create the

Aviation Badge, which will introduce and engage girls with the hugely dynamic and rewarding aviation industry.”

Helen Concannon, Chief Commissioner for the Irish Girl Guides said:

“Irish Girl Guides are delighted to partner with Aer Lingus on the development of Aviation badges. We love to encourage our girls to aim high and reduce stereotypes. Our programme develops their confidence and a self-belief that they can be anything they want to be. However, it is hard to be something you can’t see and this partnership enables us to show our members the variety of things they can be in the aviation industry.”

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About Aer Lingus

Aer Lingus is the national airline of Ireland and was founded in 1936. Today we operate 65 aircraft on over 100 routes to Europe, the UK, and North America and carry more than 12 million guests per year. We connect Europe and North America through our gateway hub at Dublin Airport, the only European Airport with US Pre-Clearance. Aer Lingus is a value carrier, offering great choice, comfort and price, enabling guests to make smart choices based on their needs. We are Ireland’s only 4-Star airline as rated by Skytrax World Airline Awards for our consistent quality and excellence. Aer Lingus recently unveiled a refreshed brand to align with its strategy to become the leading value carrier across the North Atlantic. Aer Lingus is a member of International Airlines Group (IAG), one of the world’s leading airline groups. Smart Flies Aer Lingus. www.aerlingus.com

About Irish Girl Guides

Guiding started in Ireland in 1911 and operates throughout the 26 counties with 1,800 volunteer leaders providing an informal educational programme of fun and challenging activities that foster confidence and leadership skills in girls and young women, enabling them to develop to their full potential and to become responsible citizens. Girls from age 5+ can choose to earn a wide range of badges, including Community Action, Cultural Diversity, Disability Awareness, Drug Awareness, Online Surfer, Science Investigator, Engineering and Global Traveller. www.irishgirlguides.ie