

Luxembourg, 28 September 2022

## Pink October: Luxair turns blue in to pink

*On the occasion of Breast Cancer Awareness Month, Luxair dresses up in pink and shows its support to this cause by joining forces with Luxembourg artist Lisa Junius and the Think Pink charity organisation, which supports women with breast cancer in Luxembourg.*

This 28 September 2022, Luxair unveils the new special livery of its De Havilland Q400 aircraft, registered LX-LQJ, covered in shades of pink and symbolizing, on its fuselage and inside the cabin, a calm and strong female figurehead. A strong message of support and awareness that the airline wishes to spread throughout Europe and wherever this aircraft flies! The LX-LQJ took its first flight on 28 September.

For several years now, Luxair has been working alongside organisations in favor of social causes, particularly dear to its heart (Femmes en détresse, Rosa Lëtzebuerg, etc.). This is why the airline wished this year, through its new livery and other internal and external actions, to promote premature breast cancer early detection and screening. In this context, Luxair has chosen to partner up with Think Pink, a Luxembourg charity organisation founded in 2009, and to offer its employees free awareness-raising webinars about self-screening.

To highlight this collaboration, the airline collaborated with Lisa Junius, a multidisciplinary artist who works in all kinds of media and highlights women's art, from illustration to design (oil paintings, sculptures, ceramics, gouache illustrations or silver jewelry). Just as Luxair, the artist herself also has the particularity of dressing all her creations in blue. For the occasion and in order to raise public awareness of this cause, Luxair and Lisa Junius have temporarily changed their identities from blue to pink. As a reminder, this is the third time since the creation of the airline that Luxair has lent its most precious asset: its brand and its colors. The airline dressed up in orange in reference to the International Day for the Elimination of Violence against Women on 25 November 2020 and in the colors of the rainbow in June 2021 for Pride Month.

In addition to its new livery, Luxair is launching a range of dedicated mugs bearing the designs of Lisa Junius, which will be available to customers from 1 October in the Luxair Travel Stores located at Luxembourg Airport and in Munsbach, 25 rue Gabriel Lippmann. The profits from the sale of these mugs will be entirely donated to the Think Pink charity organisation.

## **Some words about Think Pink:**

The charity organisation Think Pink Luxembourg asbl, founded in 2009 by a small group of volunteers, aims to support women in Luxembourg facing the daily reality of breast cancer. Think Pink carries out a number of support and awareness actions such as sharing information, offering a support group as well as organizing events to expand its community and raise funds for the cause it defends.

## **Some words about Lisa Junius:**

By becoming an artist, Lisa Junius realized her childhood dream and followed the footsteps of her grandfather, the painter Jean-Pierre Junius. Lisa works on all kinds of supports and puts forward the female art, passing from illustration to design (oil painting, sculptures, ceramics, illustrations with the gouache or still silver jewels), everything, in a universe of bichromy, associating nuances of blue on white motives and vice versa. Her artistic work is characterized by multidisciplinary.

## **Some words from Gilles Feith, Luxair CEO:**

"I am very proud that Luxair is once again mobilizing for such an important cause. Indeed, this collaboration with the Think Pink charity organisation, highlighted by the art and the feminine universe of Lisa Junius, aims at promoting early detection of breast cancer and at raising public awareness of the daily reality of cancer. As the national airline and one of the largest employers in Luxembourg, I invite all our employees, customers, partners and suppliers to be informed about this issue and to take care of their health and that of their loved ones. Thanks to this new livery, Luxair will spread a message of support and awareness, which is dear to our company, in the destinations served by the Q400 and far beyond."

## **Useful links:**

- A selection of pictures: <https://we.tl/t-yK1jEvPP4I>
- Lisa Junius' website <https://lisajunius.bigcartel.com/>
- Think Pink's website <https://thinkpinklux.com/tj>