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Finnair collecting for UNICEF

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This holiday season Finnair will continue their annual Change for Good Collection benefiting UNICEF on all international flights. This year's collection will benefit UNICEF's Schools for Asia program. The program aims to provide basic, quality education for children in 11 countries in Asia, with special emphasis on children living in remote areas or regions of extreme poverty.

From now until Jan. 5, special envelopes will be provided in aircraft seat pockets. Passengers are encouraged to place cash donations in any currency or denomination, including small value coins, in the envelopes which will be collected by the cabin crew members during the flight and delivered to UNICEF.

"Last year our customers donated almost €70,000 to the Schools for Asia program," says Arja Suominen, SVP corporate communications and corporate responsibility. "We are hopeful that our customers will embrace this good cause again this year and support the education of the most vulnerable. UNICEF is our oldest partner, and we at Finnair value UNICEF's work for children."

In addition to donations made this holiday season, Finnair Plus card holders can donate their points to the Finnish Committee for UNICEF throughout the year. Finnair will also provide permanent collection boxes around Helsinki Airport where travelers can donate year round.

For more information visit finnairgroup.com

By Dan Booth

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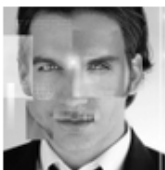
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