



PRESS RELEASE

With ITA Airways the 'Azzurri' are 'champions of safety'

A new Safety video featuring the legends and athletes of Italian sport available on-board ITA Airways flights

Rome, 1 December 2022 - ITA Airways launches a unique new feature: from today, the new Safety video starring the legends and athletes of Italian sport will be gradually phased on board all its long-haul flights.

Nineteen Italian sports champions are the heroes of the new ITA Airways Safety video created with the communication agency VMLY&R, in collaboration with CONI and with the support of Star Biz. In the video, two flight attendants take center stage alongside Olympic and Paralympic medallists **Vito Dell'Aquila, Luigi Busà, Antonino Pizzolato, Lorenzo Patta, Stefania Constantini, Amos Mosaner, Thomas Ceccon, Federica Cesarini, Valentina Rodini, Daniele Garozzo** and **Bebe Vio**, in addition to the champions **Sara Fantini, Alexandra Agiurgiuculese, Alessia Russo** and the European champion **Ciro Immobile** to illustrate the safety instructions in an original and entertaining way. Starring with them, authentic legends of Italian sport such as **Deborah Compagnoni, Carlton Myers, Carolina Kostner** and **Roberto Baggio**. Great champions that the Italian flagship carrier has transformed into 'safety superstars' for a day.

With the launch of the new Safety video, the link between ITA Airways and the world of sport is ever closer. After the introduction of Blue Savoia for its new livery and the aircraft dedicated to the champions of all Italian sports disciplines, ITA Airways has pursued several collaborations with the world of sport.

In the front line with CONI in supporting the entire sporting movement, ITA Airways shares and celebrates its values, promoting its excellence, and is alongside the Italian team in major international sporting events. A Partnership that is a value for the entire sports system and aims at promoting Italian sport.

In the course of 2022, several partnerships have been activated to develop and promote Italian sport in the world: from the FIP to the FIGC, up to ACI.

The video available at [this link](#) will be published on ITA Airways' social channels, Facebook, Instagram, and YouTube, and will be supported by a video strategy in the major sports publications and on social media.

The new Safety video is part of the airline's strategy of putting the customer at the centre of the business, designing an increasingly innovative, rich and dedicated offer under the *Made in Italy* banner. Once again, the blue of sport gets on board ITA Airways to fly higher and higher around the world.

For press information:

Mail: media@ita-airways.com

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.