

Luxembourg, November 15th, 2024

Luxair partners with Stand Speak Rise Up! to defend women victims of violence

Raising awareness, supporting and acting: three principles that define Luxair's values and are embodied today in a strong partnership with Stand Speak Rise Up!. Starting November 15th, 2024, this commitment comes to life through a special livery on the De Havilland Q400, registered LX-LGF, which will go far beyond a visual representation.

Violence against women knows no geographical, demographic, or social boundaries and can affect both young girls and adult women alike, everywhere in the world, whether at home or in conflict zones. Raising awareness about this reality and mobilizing support for this cause are essential to strengthening the impact of the actions taken by those fighting this battle. Luxair, for whom social responsibility is essential, demonstrates that the aviation sector must play an active role in promoting a fairer and more respectful world. This is why Luxair has decided to partner with Stand Speak Rise Up!.

Once again, Luxair dedicates the fuselage of one of its aircraft to a partnership aimed at enhancing the well-being and safety of communities. Starting November 15, the De Havilland Q400 LX-LGF will display a special Stand Speak Rise Up! livery, symbolizing this commitment while carrying a message of unity and support, encouraging passengers, partners, and employees to join in a collective awareness of this essential cause.

This unique design, created in-house at Luxair, pays tribute to the diversity and resilience of women. Inspired by survivors' stories, the design uses shades of orange to symbolize the diversity of backgrounds and life journeys, and a pencil-like texture to evoke the hardships endured. These torn paper fragments come together to form a community, a message of unity and support for these women.

Each flight of the LX-LGF, Luxair x Stand Speak Rise Up!, will represent Luxair's commitment to respect and inclusion and will help raise public awareness about violence against women. Leveraging its central position in Luxembourg and the Greater Region, Luxair provides a unique visibility to this cause, reaching hundreds of thousands of passengers and onlookers in the airports served by this aircraft.

"The use of rape as a weapon of war is a cluster bomb that destabilizes societies for entire generations and prevents the emergence of lasting peace. In the face of this violence, we cannot remain indifferent. This is why this partnership between Luxair and my organization Stand Speak Rise Up! marks an essential step in raising public awareness about the fight against sexual violence in conflict zones. Together, we work to amplify the voices of Survivors from around the world, and we are fighting for a future of justice and peace," declares Her Royal Highness Grand Duchess Maria Teresa of Luxembourg, Founder and President of Stand Speak Rise Up!.

"With this partnership, which is particularly close to our hearts, we once again prove that our company's mission goes far beyond transport. We are committed, with compassion and determination, to vital causes and continue to act to meet the needs of communities. Through this special livery, we amplify the work of Stand Speak Rise Up! and support survivors. Violence is unacceptable for anyone, in any form, and we must unite to advance this awareness." states Gilles Feith, Luxair CEO.

A few words about Stand Speak Rise Up!:

Since its creation in 2019 by Her Royal Highness Grand Duchess Maria Teresa of Luxembourg and Chékéba Hachemi, now supported by renowned figures such as Dr. Mukwege, Pramila Patten, Pr. Yunus, Céline Bardet, and others, Stand Speak Rise Up! supports survivors of sexual violence in fragile zones and children born of rape through on-the-ground projects as well as advocacy efforts led by the Board of Directors.

The organization thus funds holistic projects worldwide aimed at the reconstruction and socioeconomic integration of survivors and children born of rape.

For more information, visit <https://www.standspeakriseup.lu/fr/accueil/>