



PRESS RELEASE

28th April 2015

Yorkshire & Humber students to take to the skies with Young Enterprise and British Airways at LBA

(Leeds Bradford Airport, UK – 28th April 2015) Young Enterprise, in partnership with Leeds Bradford Airport and British Airways, has developed an exciting new Airline Masterclass programme for secondary school students.

By developing key employability skills including team building and communication, the Airline Masterclass allows students to set up and run their own airline, from designing a crew uniform, logo and tail fin to choosing their flight destination and ticket prices.

Schools can run the Airline Masterclass programme any time between now and the beginning of July 2015 with the regional competition being held on the 16th July in Leeds competing against other students from across Yorkshire and Humber.

The first prize for the regional competition will be a return British Airways flight from Leeds Bradford to Heathrow with a tour of the airport and lunch. Runners up will receive a guided tour of Leeds Bradford Airport. One entrepreneurial student, who has shown outstanding skill and aptitude, will be awarded a one week work experience placement at Leeds Bradford Airport over the summer holidays.

Julia Fallowfield, Young Enterprise Regional Manager said;

“ This is a really exciting opportunity that offers young people the chance to develop their employability skills through this innovative programme and at the same time win some fantastic prizes provided by LBA and BA. I hope that as many as possible secondary schools and colleges in the Yorkshire & Humber region take up this challenge”

Tony Hallwood, Leeds Bradford Airports Aviation Development Director commented;

“Leeds Bradford Airport and British Airways are proud to be once again sponsoring the Young Enterprise Airline Masterclass programme. We look forward to encouraging the entrepreneurial spirit of our regional students and providing a fantastic opportunity to gain a better understanding of the aviation industry.”

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For more information please contact

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