

---

## PRESS RELEASE

Issued: 5 November 2015

---

### **‘Mo-narch’ Takes to the Skies to Support Movember**

**Free seat upgrades for customers sporting the best Mo’s  
Additional 3kg facial hair allowance during November\***

Monarch, the leading scheduled leisure airline flying from their Yorkshire base at Leeds Bradford®, has announced that for the month of November 2015 it will be known as ‘Mo-narch’ in support of Movember; the global campaign which creates positive change for men’s health through raising awareness and educating during their November take-over.

For the first time in the company’s history, the iconic ‘spotty M’ will be replaced with a tache version and three of the aircraft in the airline’s fleet will be sporting upper lip-holstery for the month. During November the airline will also allow Mo-bros an additional 3kg of facial hair at no additional charge\*, while cabin crew will be giving complimentary upgrades to Mo-leg-room-seats to customers sporting the most tache-tastic Mo’s.

Across the group Mo-narch staff will be participating in Movember activity by growing or displaying their own Mo’s and a calendar of competitions and social media activity will keep customers up-to-date on the company’s fund raising efforts.

**Pauline Prow, Chief People Officer** said: “Movember is a campaign that engages our staff and the public. It’s a lot of fun and although we have to see a variety of facial hair displays throughout the month – it’s worth it to support such a great cause.”

**Andrew Swaffield, Chief Executive Officer** said: “I’m really pleased to be supporting Movember - it’s an excellent campaign that has personal meaning to my family. As well as being for a great cause it also gives us the opportunity to have some fun both internally and with our customers. It demonstrates how passionate and engaged employees are with the group’s corporate social responsibility.

“I’ve got my tache comb at the ready to keep my own Mo looking tip top and am looking forward to seeing all the new facial hair around the building!”

**Sarah Coghlan, UK Country Director, Movember Foundation** said: “It’s great to have the support of Mo-narch this Movember. We’re looking forward to seeing them take the Mo sky high for the month and help support our cause.”

**Tony Hallwood, Leeds Bradford® Airport’s Aviation Development Director** said: “Leeds Bradford® fully supports Monarch’s high profile commitment to Movember and we hope that our staff and passengers will become involved in such a worthy campaign.”

To donate to the Mo-narch network on the Movember page click here: [Mo-narch team page](#)

- ENDS -

#### **Notes to editors:**

For further information please contact:

**Tony Hallwood**, Aviation Development Director - Leeds Bradford® Airport  
Email: [Tony.Hallwood@lba.co.uk](mailto:Tony.Hallwood@lba.co.uk) Tel: 07793 709188