
PRESS RELEASE

Issued: 14th May 2018

Airport flying high with official charity partnership

Leeds Bradford Airport is delighted to announce its first ever official charity partnership.

Following the recent unveiling of its updated brand, *Leeds Bradford: Yorkshire's Airport*, the region's largest airport has now brought together the foundations of both Bradford City and Leeds United, announcing they will jointly become the airport's adopted charity.

The new partnership will join both clubs together for the first time, where the foundations will work to fundraise regularly in the terminal and will form a programme of events to engage both staff and customers at the airport. Over 2,500 people work onsite at Leeds Bradford Airport and more than 4million passengers passed through its doors in 2017.

Bradford City FC Community Foundation is a self-funded, registered charity with its main aim to make a difference to people's lives and to promote the improvement of health and well-being of the local community. Through the medium of football and multi-sports, the foundation aims to encourage more people of all ages, race, gender and ability whilst educating them in the areas of health and fitness.

The Leeds United Foundation is a registered charity delivering high quality programmes to support people across the Leeds City Region, particularly those from disadvantaged backgrounds. The Foundation has a diverse range of projects working with everyone from older people living with dementia to girls under seven years old who have not played football before. The overarching ambition of the Leeds United Foundation is to make the City Region a healthier, happier and more successful place to live and grow.

David Laws, Chief Executive of Leeds Bradford Airport, said: "Sport is a fantastic passion for people across Yorkshire. Both charities do tremendous work across the region in a number of communities and we feel this latest initiative is another way in which we can achieve our ultimate goal in creating an airport the people of Yorkshire feel proud of.

"Both charities are very worthwhile causes and the airport is the perfect place to reach millions of people.

"It is fantastic to celebrate this historic moment in bringing them both together and we are delighted to be able to help them reach out to Yorkshire, raising awareness of what they do as well as fundraising within our terminal."

James Mason, Chief Operating Officer at Bradford City Football Club, said: "The announcement of this new partnership is fantastic news for the Bradford City Community Foundation. To align with such a big stakeholder in the region as Leeds Bradford Airport it will hopefully enable us to maximise the exposure of all the good work that we do in West Yorkshire. Also the high profile recognition from LBA in partnering with ourselves and Leeds United highlights the importance of the social impact football clubs can have in their communities.

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“Working together on a number of initiatives with mutual benefits to all parties can only be a good thing. The increased funds raised will enable both foundations to further support the areas of Leeds and Bradford.”

Angus Kinnear, Managing Director at Leeds United Football Club, said: “This is a fantastic opportunity for Leeds Bradford Airport to link with their neighbouring football clubs to support the communities they serve. We have an ambition to do the best for our supporters and I know that Leeds Bradford Airport is planning to provide a service which will make it the prime focus for business and holiday destinations across the region and beyond.

“We are all looking forward to developing a collaborative partnership which uses the power of our of presence in the region to make a difference at every level of society and to bring our collective resources together to make the Leeds City Region a healthier, happier and more successful place to live and grow. The opportunities provided for people from all backgrounds will ensure the region has the success it deserves.”

As part of the airports commitment to both charities, fundraising events will be held throughout the year encouraging both passengers and corporate partners to get involved. To kick off the partnership in style, Leeds Bradford Airport will be hosting a gala dinner later this year in aid of both foundations.

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Photo caption:

Notes for Editors:

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