

JAL FFP Members Can Donate Miles for UNICEF Campaign “Help the Children, Miles for UNICEF”

Tokyo January 26: Members of Japan Airlines’ frequent flyer program – the JAL Mileage Bank (JMB) - will be able to donate mileage awards from their accounts to fund relief work by UNICEF among children in regions stricken by the Sumatra earthquake and tsunami disaster.

Counting one mile as one yen, JAL Mileage Bank members who are registered in JMB’s Japan Region can make donations of 10,000 miles or in units of 10,000 miles. The JAL Group will donate the equivalent amount in cash to the Japan UNICEF Foundation.

The period for making donations is from January 26th through February 28th. Donations in Japan can be made through the JAL Home Page (www.jal.co.jp). In other regions, JMB members can make donations by contacting their regional JMB call center.

In addition to relief assistance already provided following the December 26 disaster, Japan Airlines is providing free cargo shipments of relief goods from Japanese government agencies, local governments in Japan and public organizations, such as the Japanese Red Cross, since January 12 and will continue until March 31 2005.

The airline is carrying relief goods and materials to destinations in the disaster affected countries on the JAL overseas network. The nearest points to the disaster-affected areas served by JAL are Bangkok and Jakarta. The airline’s other contributions have included logistic support to medical teams that have flown to Indonesia and Thailand, shipping medical supplies.

JAL is also providing free air transport for staff of public organizations, such as the Japanese Red Cross and Japanese aid organizations that the airline has worked with in the past, until further notice. In addition, JAL employees worldwide are organizing a cash collection.

JAL has been supporting UNICEF in Japan since 1991. JAL aircraft carry the UNICEF logo to bring the organization to the public attention – especially in Japan. The airline helps to raise funds for the organization by selling UNICEF greetings cards at company retail outlets. Working with other Japanese companies, JAL organizes the collection of unwanted foreign coins at collection points in central Tokyo and then ships the money to UNICEF.

At certain times of the year on certain flights, cabin attendants collect spare change from passengers and then ship it to UNICEF in a programme called the “CHANGE FOR GOOD” campaign. When the airline celebrated its complete privatization in 1987 it staged a grand concert attended by UNICEF “Ambassador” the late Audrey Hepburne. The proceeds went to UNICEF.

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