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Virgin Australia partners with Australian Red Cross for drought relief ^[2]



Virgin Australia today announced it is partnering with the Australian Red Cross, to help struggling farmers and communities affected by severe drought to get back on their feet.

From Monday 13 August, passengers travelling with Virgin Australia will be able to make a donation to the Australian Red Cross Appeal “Help Aussie Farmers” onboard its domestic flights and in the airline’s lounges. Virgin Australia will also be collecting donations from its 10,000 staff members.

Virgin Australia Group CEO John Borghetti said: “The Australian Red Cross Disaster Relief and Recovery Appeal “Help Aussie Farmers” is a great way to support farming families dealing with the impact of this severe drought. Funds raised through the appeal will be distributed to drought-affected communities across Australia through partners working in these communities.

“Virgin Australia flies to many destinations which are impacted by the drought, and as a proud Australian airline we want to harness the community spirit which brings us together in tough times.

“We know our team and many of our passengers feel very strongly about helping in times of

need, and the funds collected on our flights and in our lounges and offices, will be donated to the appeal to support farming communities,” Mr Borghetti said.

Australian Red Cross CEO Judy Slatyer said: “We’re tremendously grateful that organisations such as Virgin Australia are supporting the Australian Red Cross Appeal “Help Aussie Farmers”.

“It has been wonderful to see so many Australians and businesses such as Virgin Australia dig in and help farmers and their families impacted by severe drought.

“We know this is a very difficult time for drought-impacted farmers, their families and regional communities across the country. Every day, we see first-hand how hard it is for people with ongoing financial and social responsibilities.

“Farmers and their families are resilient people though they have a hard road ahead coping with one of the worst droughts in the last century. We can all pitch in, even if it’s just a few dollars,” Ms Slatyer said.

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