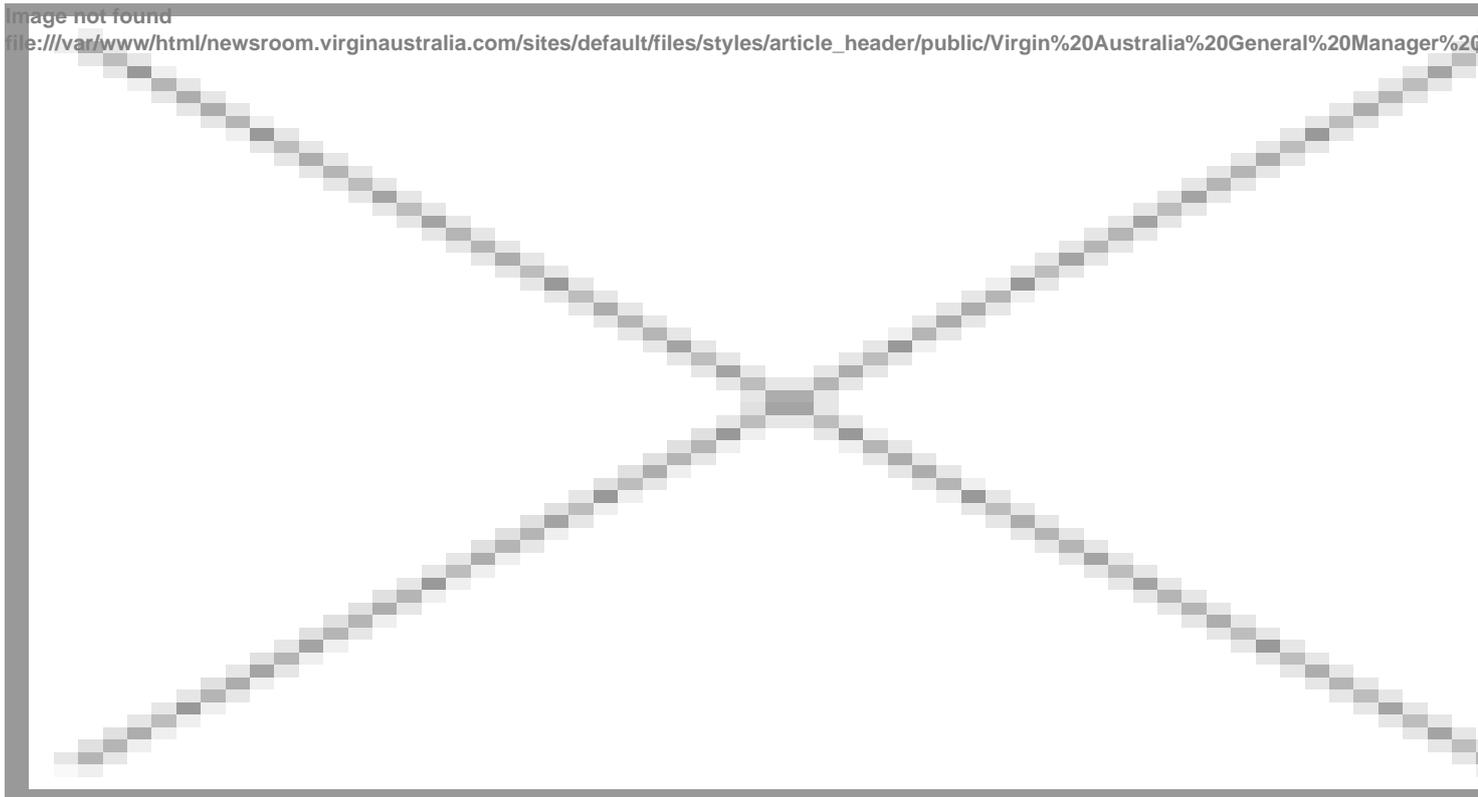




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This is no joke: Virgin Australia turns April Fool's Day prank into a reality ^[2]



1 April 2020

Virgin Australia has today flipped April Fool's Day on its head, turning the airline's annual prank into a reality.

Following a mass shortage of toilet paper throughout Australia in the wake of the COVID-19 pandemic, Virgin Australia will rescue thousands of toilet paper rolls from 125 of its grounded aircraft and storage facilities and donate them to vulnerable members of the community via the airline's community partners, including The Salvation Army.

Virgin Australia General Manager, Product and Customer, Sarah Adam, said: "We are known for pranking travellers each year with April Fool's Day announcements, but we've decided that this year, we've all been punked enough by 2020.

"The COVID-19 pandemic has required us to temporarily reduce our flying schedule and

ground 125 aircraft, which means there is a lot of toilet paper not being used, and we want to ease some of the stress that so many Australians are currently facing.

“Each year our passengers use enough toilet paper to stretch from Sydney to Los Angeles, so we’re thrilled that in true Virgin spirit, we’re going to help the elderly, the vulnerable, medical staff, and our charity partners, by giving them the supply of toilet paper that’s currently locked-up in our grounded aircraft and storage facilities throughout Australia.

“On a day where the world usually anticipates what April Fool’s tricks brands might play, we couldn’t be happier to not be punking anyone today and spreading some toilet paper goodness to those who need it most,” said Ms Adam.

For every toilet paper roll that’s rescued, Kleenex will match the donation, ensuring that a number of thousand toilet paper rolls reach communities around the country.

The Salvation Army spokesperson, Major Bruce Harmer, said: “It’s so wonderful to see such a strong community spirit in the team at Virgin Australia. The Salvation Army will ensure any donation of toilet paper reaches the older and vulnerable people in our communities during this unprecedented time of need,” he said.

Virgin Australia continues to operate a limited schedule of domestic services for the transportation of essential services, critical freight, government operations, and to support guests who may need to travel interstate for critical roles or compassionate reasons. The airline’s international operations are scheduled to resume on 14 June 2020.

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