

Hi Fly A380 “Save The Coral Reefs”

19th July 2018



Hi Fly is supporting the Mirpuri Foundation campaign “Save the Coral Reefs” by painting one of its aircraft with a special-themed livery, aiming to reinforce worldwide the message of sustainability and protection of the seas.

The airline joined the project in cooperation with Mirpuri Foundation, Hi Fly’s principal sustainability partner and AkzoNobel, that provided the coating to personalize the project. The chosen aircraft was an Airbus A380-800, the biggest commercial aircraft in the world, which is now painted on both sides, one side in dark blue displaying destroyed corals contrasting with a light blue side representing a pristine ocean with colourful and healthy marine life.

“A big cause requires a big answer and now, the biggest commercial aircraft on the planet will be the one carrying this big message around the globe”, says Paulo Mirpuri, President of both Hi Fly and Mirpuri Foundation.

With this initiative, Hi Fly is raising awareness for this unprecedented campaign to fight the destruction of coral reefs. If no action is taken, these beautiful ecosystems will disappear by 2050. With 50% of the world’s corals already gone, action needs to be taken immediately and awareness is the first step.

Image - Airbus

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