

PRESS RELEASE

BABY ON BOARD

OUR GIFT FOR EXPECTING MOTHERS

BABY ON BOARD is a familiar phrase and is often seen on the back of the car in front when we're driving. It means, obviously, that there are babies on board and implicitly invites the driver behind to pay attention and maintain a safe distance.

SACBO, Milan Bergamo Airport's management company, has decided to adopt the phrase BABY ON BOARD and apply it to pregnant women preparing to fly.

All expecting mothers, who make themselves known at the check-in desks or directly at the boarding gate, will receive a badge featuring the phrase and the airport's logo from passenger assistance staff.

Pin the badge on a jumper, jacket or coat, depending on the season, to let everyone know that you're a woman with a little one growing inside and that people need to pay attention and be careful around you.

The initiative, the first of this kind introduced in an airport, is borrowed from similar ones adopted on public transport in Japan's major cities, in London and, recently, also in Milan.

When moving through the airport, the care and attention to be given to pregnant women applies to all circumstances and situations and is not limited to offering them a seat.

The badge designed by SACBO, with the phrase BABY ON BOARD and the BGY MilanBergamoAirport logo, also features a paper aeroplane drawing a heart as it flies. A delicate pattern that prompts us to be kind and accommodating.

Grassobbio (BG), 31st October 2018