

# Aer Lingus 999 nudes and no hidden extras



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Aer Lingus has launched its new No Hidden Extras fare from Gatwick by gathering together a flashmob of 999 naked members of the public gathered in London's Jubilee Gardens on Sunday 15th March.

The 999 Nudes swapped their day wear for skimpy Shamrock bikinis in order to symbolise St Patrick's Day just around the corner.

The 999 volunteers all assembled at the Albert Embankment and marched along the South Bank until they reached the Jubilee Gardens where hundreds of site-seers turned their attention away from the likes of Big Ben and watched in amusement as the 999 Nudes enjoyed the early spring London sunshine.

The 999 Nudes were recruited for [Aer Lingus](#) via a social media campaign, using popular online community sites such as Facebook and Twitter. Over 2,000 people registered, with 999 places offered on a first come basis. In return for taking part, the 999 Nudes received two free return [flights from Gatwick](#) to one of the eight new European destinations, including [flights to Vienna](#) and [flights to Munich](#).

Nudes of all shapes and ages took part in the event, which even included several over sixties stripping off for their Aer Lingus free flights. The crowd consisted of around 500 men and 500 women - not surprisingly, it was the men who were first to strip off.

Aer Lingus Corporate Affairs Director, Enda Corneille, commented: "We had a police visit this morning where we were warned that if any of the participants were completely nude, they would be liable to a fine for 'indecent exposure'. However, once out of site of the cautious police,

many of the participants ignored police warnings and stripped off for the bewildered, but eager, on-looking crowds, who captured the event on their camera phones.

"We have had such a great reaction to today's stunt both from our volunteers and from the general public, that I'm confident we will get the £9.99 message across - it's a fantastic offer. We launch on April 6th but after today, people are going to know a lot more about who Aer Lingus are."

- ENDS -

**About**

**Aer**

**Lingus:**

Aer Lingus was founded by the Irish Government in April 1936 to provide air services to/from Ireland. The first flight, from Dublin to Bristol, took place on May 27th 1936. On October 2nd 2006, Aer Lingus entered a new phase in its history with the airline's floatation on the Irish and London Stock Exchanges, becoming a publicly quoted company and realising €400 million in equity for the airline's future growth.

Aer Lingus' low-cost, low fares model is centred on maintaining low unit cost, offering one way fares, maintaining effective fleet utilisation and developing the Aer Lingus brand. Consistent with this low-cost model, Aer Lingus' primary distribution channel is its website [aerlingus.com](http://aerlingus.com). In 2007, approximately 75% of total passenger revenue was generated through [aerlingus.com](http://aerlingus.com).

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