

Etihad Airways Celebrates Reaching 50,000 Facebook Fans With Competition



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Etihad Airways, the national airline of the United Arab Emirates, is celebrating reaching 50,000 fans on its Facebook page by launching a giveaway.

The promotion will see one lucky [Etihad Airways Facebook](#) fan win 50,000 Guest Miles.

Lasting two weeks, all fans of the social networking platform have to do to be in with a chance of winning the prize, is to enter their details in the promotions tab on Etihad Airways' Facebook page.

Peter Baumgartner, Chief Commercial Officer at Etihad Airways, said: "We are a people business, an award winning airline, and we are delighted to have reached this social media milestone of 50,000 Facebook fans. Our fans are hugely important to us and our social media strategy will continue to be about engaging them - on the ground, in the air and online."

50,000 Guest Miles in Etihad Airways' frequent flyer scheme is enough for 1 Pearl Business return ticket from [Abu Dhabi to Larnaca](#) (37,152 miles), or 2 Coral Economy tickets from [Abu Dhabi to Mumbai](#) (45,026 miles), or 1 return upgrade from Coral Economy to Pearl Business on the [Abu Dhabi to Geneva](#) route (47,260 miles).

Etihad Airways has also revealed new innovations that will be featured in the near future on the airline's Facebook page, including a 'fan of the month' scheme, regular competitions and giveaways and a guest affairs tab. These new features are all part of an on-going effort from Etihad Airways to improve the experience of fans of the airline.

Etihad Airways' Facebook page can be found at www.facebook.com/etihad.airways

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About Etihad Airways:

Etihad Airways, the national airline of the United Arab Emirates, began operations in 2003, and in 2010 carried more than seven million passengers. From its hub at Abu Dhabi International Airport, Etihad Airways serves 86 passenger and cargo destinations in the Middle East, Africa, Europe, Asia, Australia and North America, with a fleet of 63 Airbus and Boeing aircraft, and 100 aircraft on order, including 10 Airbus A380s, the world's largest passenger aircraft. For more information, please visit: www.etihadairways.com

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