

## International airlines take message of pangolin conservation to the sky

British Airways, Swiss International Air Lines, Lufthansa and Austrian Airlines have all committed to screening the Eye of the Pangolin documentary on their long-haul routes.



Image Supplied.

Pangolin.Africa, the non-profit organisation who co-produced the film, is also in negotiation with several other key carriers to include the film in their inflight entertainment programmes.

Pangolins are currently the most trafficked wildlife species on earth, and the film aims to raise much-needed awareness around the plight of this extraordinary animal.

The film was released online for free on YouTube in 2019 and is now also being made available to airlines for onboard viewing, as inflight online streaming is not commonly available.

Pangolin Africa director, Toby Jermyn says: "We see passengers in flight as the perfect captive audience

enjoy and learn from our 45-minute film about two men's mission to get all four species of African pangolin on film for the first time. The move to make the film available to airlines for free is in line with our goal to make Eye of the Pangolin the most-watched wildlife documentary."

Onboard screenings are set to run from February 2020 to coincide with World Pangolin Day on 15 February. This will be supported by social media campaigns targeting potential travellers at major international airports where the participating airlines operate out of.

For more, visit: <https://www.bizcommunity.com>