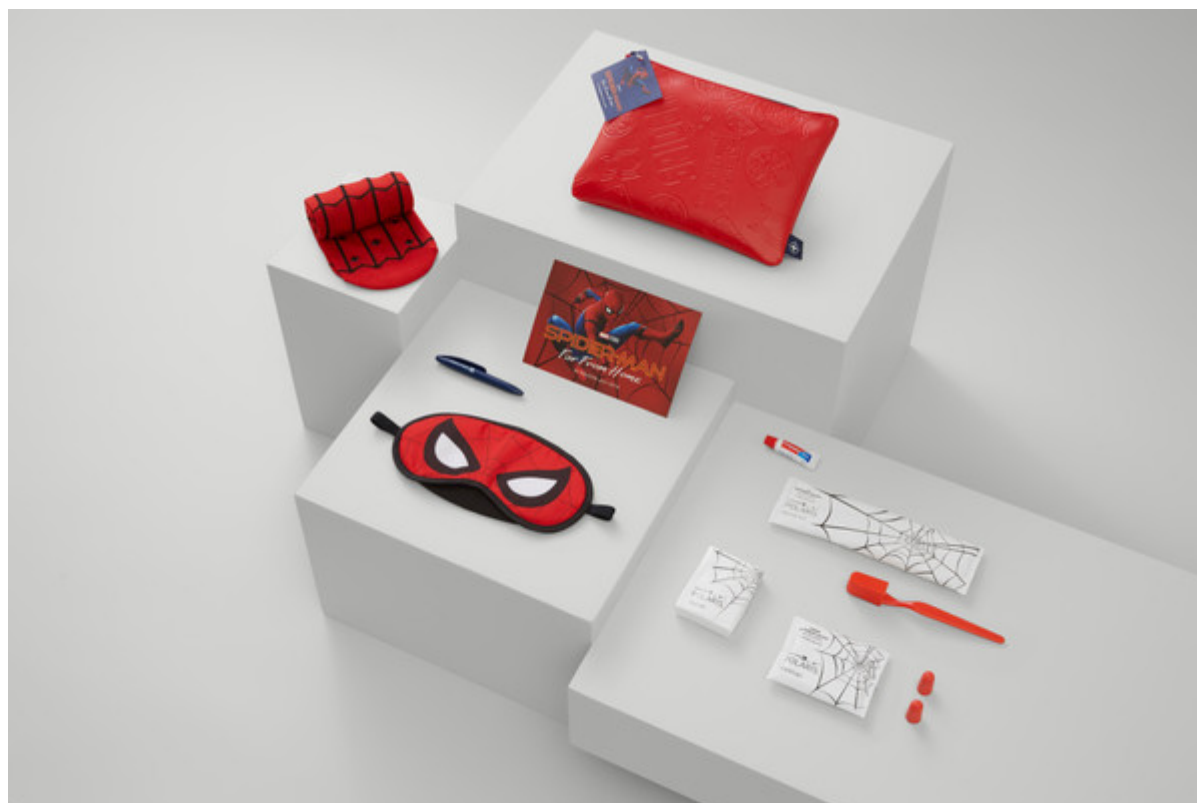


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# Buzz brings Spider-Man to Polaris Business Class

By **Rachel Debling** on May, 22 2019 | Amenities & Comfort



The Spider-Man kit for Polaris passengers features "Spidey-branded" comfort products

This June, Spider-Man™ will land on board [United Airlines](#) in both a new inflight safety [video](#) and in special Polaris Business Class amenity kits designed by [Buzz](#).

The video was created in partnership with [Sony Pictures](#) to welcome the release of [Spider-Man™: Far From Home](#) in North America on July 2. The onboard clip features [MileagePlus](#) members who bid miles for the chance to appear in the safety film as well as cast members from the upcoming movie, plus a commemorative appearance by the late Stan Lee, one of the early powerhouses behind Marvel.

"Stan loved doing his cameos and would love to know they are continuing, so we were thrilled to work with Sony Pictures and United Airlines to make this happen for both Stan and the fans," said Gill Champion, President of Stan Lee's POW! Entertainment, in a statement.

Mark Krolick, United's Vice President of Marketing, also commented in a press release: "For decades, Spider-Man has consistently shown the importance of using power to do good and to keep the public safe. We also believe that our greatest responsibility is to keep our customers and crew safe on board our aircraft. We are excited to have Spider-Man and his friends, along with our employees, bring new attention to the inflight safety video and creatively engage customers on such an important

announcement."

Passengers traveling in the Polaris cabin will also receive a limited-edition *Spider-Man: Far From Home* amenity kit featuring "Spidey-branded" comfort products including an eye mask, socks, tissues, earplugs, a toothbrush and a pen. Luxury skincase, designed specially for United guests, will also be provided in the kits.

MileagePlus members can also bid their miles on exclusive events, such as tickets to the *Spider-Man: Far From Home* premiere in Los Angeles on June 26, an experience that includes attendance to the premiere, red carpet event and after party for two people. Members also have the ability to use miles to attend an advanced screening of the film in one of United's seven hub cities. For more information, please visit the [MileagePlus Exclusives](#) website.