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# Etihad children's kits get refreshed

By **Rachel Debling** on October, 5 2018 | Amenities & Comfort



The new Etihad kids' kits were designed to get young passengers excited about their travels ahead

[Etihad Airways](#) announced today that Manchester-based [Milk Jnr's & Kidworks](#) has redesigned its popular Etihad Explorers inflight children's activity packs which have been flying on the airline for the past two years.

Milk Jnr's & Kidworks introduced new features and characters into the series. For example, passengers three to eight years old will receive kits with new lead characters, with Jamool the Camel and Boo the Panda replacing Kundai the Lion and Zoe the Bee.

Zoe Telfer, Milk Jnr's client services director, said in an October 5 statement: "Since their launch back in 2016, the Etihad Explorers packs have been hugely popular. We didn't want to reinvent the whole concept - this project was more about making subtle changes that build on the loyalty and love that young travelers have for the characters and activities."

Jamal Ahmed Al Awadhi, Etihad Airways Head of Guest Experience, also noted: "Our young guests are tremendously important to us and we continuously strive to find more informative, fun and engaging ways to entertain them during their time with us.

"The refreshed packs are also a way of forming a lasting bond between them and Etihad Airways, making them more aware of who we are and where we fly to, and also enhancing their knowledge of important issues facing the planet. We have some exciting developments coming up in this regard."

Different kits are featured on inbound and outbound flights so that kids are entertained on both legs of their journey. Inbound flights to Abu Dhabi will feature a collectable character bag containing an activity booklet, crayons, card games and a color-in mask. On flights from Abu Dhabi packs will include a suitcase board game for parents and children to play together, a foam version of Boo the Panda, color-in postcards, crayons and a waterproof travel wallet.

According to the press release, older children from nine to 13 years old will be provided with a "more mature activity pack" that has been designed with a seascape theme and includes Sudoku puzzles, mazes, lined paper and connect-the-dot games. Kids in this age bracket will also find a pencil case, pencil, dual-function bookmark and ruler, and a notepad.