
Alaska Airlines unveils Toy Story 4 livery

By **PAX International** on June, 19 2019 | Airline & Terminal News



The 737-800 is now flying throughout Alaska's route network

[Alaska Airlines](#) has unveiled a special-edition [Toy Story 4](#) livery in honor of the movie's June 21 release.

The *Toy Story 4*-themed aircraft, Alaska's second livery to feature Pixar's characters, is decked out with toys from the franchise. The aircraft was [revealed](#) at [Seattle-Tacoma International Airport](#) (SEA) by Alaska's Chief Football Officer Russell Wilson. The 737-800 aircraft, tail number N589AS, is now flying throughout Alaska's route network. With a cruising speed of 530 miles per hour, the aircraft will visit fans throughout the country via transcontinental routes and flights to Hawai'i.

"Guests of all ages will be eager to toy with an adventure after hearing the buzz around our new *Toy Story 4* livery," said Natalie Bowman, Alaska Airlines' managing director of brand marketing and advertising. "Many of us have grown up following the iconic characters, and we're happy to take the toys to new heights, sharing the playful, heartwarming imagery with travelers across our coast-to-coast network--and beyond."

"We've seen Woody and the rest of the toys in a lot of unexpected places over the years," said *Toy Story 4* producers Mark Nielsen and Jonas Rivera. "And this time, we'll see them in an RV, at an antique store and in the inner workings of a carnival. But how many people can say they've seen them at 35,000 feet?"

Guests on the inaugural flight were treated to a celebration at the gate and on board, where they were also presented with a complimentary one-month Cinemark Movie Club membership. The membership will allow recipients to see the film at any Cinemark location where *Toy Story 4* is playing.

