

Etihad Airways celebrates release of Mission: Impossible — Dead Reckoning Part One



From June to August, passengers flying in Etihad's First and Business cabins can enjoy a cinema style Movie Snacks menu and themed mocktails to mark the forthcoming release of Mission: Impossible - Dead Reckoning Part One

[Etihad Airways](#) is teaming up with [Paramount Pictures](#) to celebrate the global theatrical release of the next instalment of the action franchise Mission: Impossible - Dead Reckoning Part One.

The film will be released globally beginning July 12, and includes scenes shot in Abu Dhabi, Etihad's home city.

From June to August, passengers flying in Etihad's First and Business cabins can enjoy a cinema style Movie Snacks menu and themed mocktails such as Mission Accomplished, Undercover Sipper, Secret Agent and Thyme's Up. All Etihad passengers will enjoy inflight entertainment featuring Mission: Impossible content.

In addition to the onboard experience, Etihad will be celebrating the film's release with a co-branded marketing campaign featuring bespoke content and flight specials with self-destructing offers. Fans around the world will get to travel on their next mission with a movie themed experience.

Later in the year, passengers travelling on Etihad will be able to experience a dedicated Mission: Impossible channel on E-BOX, its inflight entertainment service. The channel will feature all seven of the Mission Impossible series as well as behind-the-scenes content.

In a 13 June press release, Amina Taher, Vice President Brand, Marketing and Sponsorships, Etihad Airways, said, "The Mission Impossible blockbusters are a phenomenal series and we're incredibly proud to partner with Paramount Pictures to showcase Etihad and Abu Dhabi to the world. We are thrilled to be able to give millions of guests the opportunity to enjoy the Mission Impossible films during their Etihad flight and to showcase the film across our global network."

In the same release, Irene Trachtenberg, SVP, Worldwide Marketing & Partnerships, Paramount Pictures, commented, "We are happy to partner with Etihad and to shoot in Abu Dhabi once again. Having Etihad aircraft and cabin crew authentically in the movie celebrates our appreciation of the warm welcome Abu Dhabi gave to our production. Our partnership with Etihad will help to reach Mission: Impossible fans globally as they can watch the previous Mission: Impossible movies on the inflight entertainment as they fly to, from or through Abu Dhabi on their own missions."