

# Milk and Alpha Group bring kids activities to Air Arabia



## Kids' activities from Milk and Alpha Group

UK-based agency [Milk](#) has been appointed by Alpha Group to create a series of innovative family entertainment solutions for [Air Arabia](#) and The Lounge at Sharjah International Airport ([SHJ](#)). The activity kits will keep young passengers entertained in flight.

[Alpha Group UAE](#) is part of the [dnata group](#) and was founded in 1959. Milk secured the project after meeting the Alpha UAE team at the [World Travel Catering & Onboard Services Expo](#) in Hamburg.

“We are delighted to have been appointed by Alpha UAE to support two of the Middle East’s most iconic travel brands. Our focus will now be on developing engaging, age-appropriate content that aligns with both brands’ values,” said Aimee Johnstone, Client Services Director at Milk.

The first children's amenity kit from the partnership is now being used and is primarily aimed at young passengers aged between three and 12 years, travelling on Air Arabia flights and using The Lounge facilities.

"We were really impressed with Milk's experience alongside its strategic and creative thinking. We are very confident the new kits will resonate with young travellers, and we look forward to seeing them being rolled out," said Mark Whelan, General Manager at Alpha UAE.

The core aims of this kids' amenity kit are to enhance their travel experience by providing educational and entertaining content that leaves lasting memories and to create positive brand impressions amongst parents and guardians.