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# SKYPRO announces #SkyproHero initiative

By **Sabrina Pirillo** on February, 26 2020 | People



[SKYPRO](#) has announced the launch of its Sky Hero campaign which will recognize a flight crew member every month this year for heroic moments. The company announced its first Sky Hero recipient this week, Shelby Sharp.

As January's #SkyproHero, Sharp was nominated by colleague Jessica Rooney. According to the press release from SKYPRO, Sharp was onboard a flight when a passenger died. Sharp administered CPR and used the automated external defibrillator as the situation unfolded.

"Throughout the event, Shelby not only maintained the dignity and respect of the passenger, but she also kept the rest of the passengers calm during this situation," reads the press release.

"Often times, we forget that cabin crew are not only trained to, but often perform, significant duties that go beyond meal and drink service," said SKYPRO Chairman and Chief Executive Officer Jorge Pinto. "Administering CPR, defusing a conflict or passenger argument, safeguarding the cockpit by being the first line of defense, or even knowing how to deliver a baby while in flight are just a few of the more critical skills crew members possess. That is why we at SKYPRO launched the #SkyproHero Initiative - to recognize crew talent that often goes unnoticed."