

easyJet initiative encourages young flyers to get creative onboard



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[easyJet](#) launched the "AirCRAFT" yesterday, an initiative designed to help children get creative onboard flights over the school holidays.

"AirCRAFT" will provide free art materials onboard during the autumn school holidays to encourage children's imaginations and keep them entertained inflight. The kits provided will include pencils and drawing sheets on more than 160 planes on thousands of flights from now until the end of October. Routes in the UK across Europe, North Africa and the Middle East are included in the initiative.

Neil Buchanan, of Art Attack, is spearheading the campaign as easyJet's Artist in Residence, according to a recent release. "Art is fundamental for kids," he said, adding: "and what better way to get your creative juices flowing than when you're jetting off on holiday? I can't wait to see the amazing art that everyone creates on board!"

Art tutorials created by Buchanan are available on easyJet's YouTube channel. The artist will also host live art classes for families flying with easyJet in the easyJet "Gateway" lounge at London Gatwick, in partnership with No1 Lounges, on October 24th. The live classes will be free to attend for easyJet customers traveling with children aged 12 and under.

"We're always looking at ways to make travel easy and enjoyable for families when they fly on their holidays with us," said easyJet's Chief Customer Officer Robert Birge. "So, we're delighted to be

providing arty activities onboard and at the airport to encourage kids to get crafty this autumn. We've loved having Neil as our artist in residence to help bring the joy of creativity as well as all of its wider benefits to our younger flyers."

This launch follows research from the airline that only 36 percent of children today say they draw for fun outside of school hours even though 84 percent say they want to do more art in their free time, according to the release.