

easyJet named National Partner for Eurovision



easyJet flies to over 150 airports across Europe and offers more seats between the UK and Eurovision countries than any other airline

[easyJet](#) has been announced as a National sponsor of the Eurovision Song Contest.

For this year's contest, the airline will be flying in thousands of passengers into Liverpool, the host-city for the live semi-final and final events taking place on May 9, 11 and 13. The city has a rich musical heritage and is one of easyJet's longest-served airports, where it bases six aircraft and employs over 360 pilots and cabin crew.

Over 25 years ago, easyJet commenced operations from Liverpool in 1997 and has since grown to become Liverpool's largest airline offering 26 routes across Europe. It flew two million passengers last year and in October, the airline relaunched daily flights to Paris as well as will launch a new weekly service to Corfu.

The Eurovision Song Contest's sponsorship by easyJet is a joint effort with BBC Studios, the commercial division of the BBC, responsible for producing the Semi-finals and Final of the competition to be aired from Liverpool.

In an April 20 press release, Robert Birge, Chief Customer and Marketing Officer at easyJet, said, "This sponsorship is a perfect match as not only do we offer more seats between the UK and Eurovision countries than any other airline, but we also have a long history with the host city of Liverpool and are the city's largest airline. Like this iconic competition, easyJet connects people, cultures and communities across Europe and beyond and so we are delighted to be a National Sponsor of this year's Eurovision Song Contest, in collaboration with BBC Studios."

“We are incredibly excited to play a role in this year’s Eurovision, which celebrates the inclusive values easyJet shares, is much loved by our people as well as millions of our customers throughout Europe.”