

Porter marks 20 years with "The Little Things Blind Boxes" launch



Porter is celebrating 20 years with the launch of its "The Little Things Blind Boxes"

[Porter Airlines](#) has launched "The Little Things Blind Boxes," a limited-edition 20th birthday collection of five "little things" passengers love about Porter—including the aircraft, complimentary drinks in glassware and Mr. Porter himself—with a one-in-500 chance to find a Golden Porter Pass, redeemable for 20 free flights to any Porter destination. Each blind box retails for \$22 USD (approximately \$30 CAD) and is available now for presale while quantities last on porter20.com.

Porter Airlines revolutionized short-haul flying in 2006 with a commitment to effortless travel, genuine hospitality and amenities that enhance the traveler's journey, all delivered in style and comfort. In recent years, Porter has expanded its service to destinations throughout Canada, the U.S., Latin America and the Caribbean.

In the August 11 press release, Porter says it built its reputation on the details; the quiet, personal, easy-to-miss moments that make economy flying feel considered rather than a compromise. Taking the tangible details and making them collectibles, The Little Things Blind Boxes marks the start of the airline's 20th birthday celebrations.

"We have always believed care shows up in the little things, which for us are tangible and intangible details that make passengers feel welcome and cared for," said Kevin Jackson, President, Porter Airlines. "As part of our 20th birthday celebration, we want to capture that feeling in something you can actually hold. These blind boxes are more than a travel souvenir, they're little Porter moments,"

small enough to fit in your hand.”

Inside the line-up

The boxes introduce little things from Porter that make flying economy enjoyable, now in mini form.

Each box contains one of The Little Things (Ratio 1:5):

- **Mr. Porter:** Porter’s little raccoon superstar and a mini travel companion.
- **De Havilland Dash 8-400:** The Dash 8 has been a member of the fleet since day one.
- **Embraer E195-E2:** A big little thing taking traveler’s to many new places.
- **Little Drink:** Porter’s generous pours are served in a real glass at cruising altitude.
- **Little Luggage:** A little luggage that is just the right size for a big trip.

One thousand of each item are available. With 20 chances to find an extra little secret (Ratio 1:500):

- **Golden Porter Pass:** The person who finds the Golden Porter Pass receives 20 free flights. This is equivalent to 10 round trips to any Porter destination.

Blind boxes are sealed collectible packages, and the surprise reveal is a little moment of joy in itself. Per the cultural phenomenon, each The Little Things Blind Box — measuring 10.4 cm x 10.4 cm x 12.7 cm (4.1 in. x 4.1 in. x 5 in.) — contains a sealed foil bag to be opened after purchase to reveal the collectable item. Each blind box also includes a keychain to turn the little thing into an accessory.

This limited-edition collection is now available exclusively on porter20.com, while quantities last. Expected shipping begins late November.