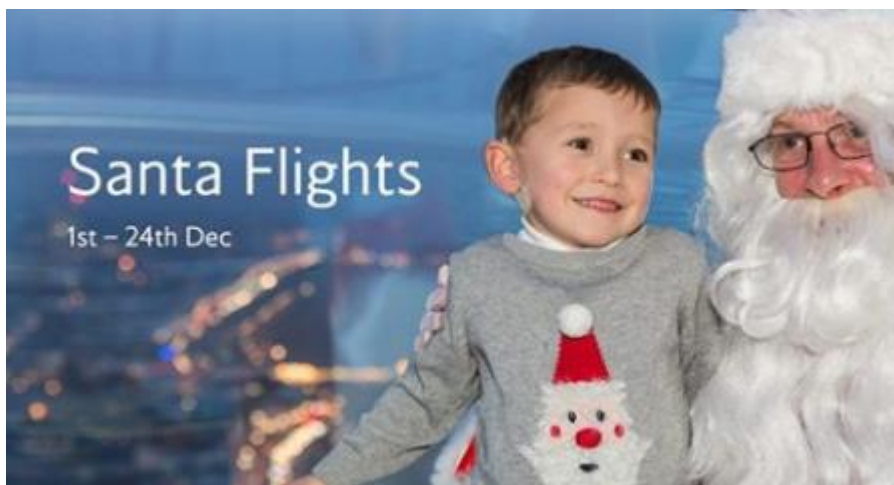


PRESS RELEASE

Mon 2nd October, 2017

Father Christmas really does fly! Santa Flights at British Airways i360 in Brighton



Father Christmas and his Elf will be on board special flights on the British Airways i360 pod in Brighton in the run-up to Christmas, meeting families and handing out gifts to children.

Select flights are available between Friday 1st and Sunday 24th December 2017.

Book now for some Christmas magic at 450ft. BritishAirwaysi360.com/Santa or tel: 03337 720360 (surcharge applies).

Prices:

Adults: £16

Children age 4 – 15 years: £10

Children under-4 years: £5

There is a **10% discount** on these prices when booked online more than three days in advance. Further discounts are available for British Airways i360 Resident Members.

Child tickets include one gift from Santa per child.

ENDS

Images (please credit British Airways i360):

https://www.dropbox.com/sh/mrp98j7o59mmw8l/AAC0f0J_UiJPIbxpEwbErz0Wa?dl=0

For further media information please contact Emily Bamber, PR Manager at British Airways i360

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Information for editors

About British Airways i360

British Airways i360 is conceived and designed by Marks Barfield Architects, creators of the London Eye.

With an overall height of 162m, and a glass observation pod that glides up from ground level to 138m above Brighton beach, British Airways i360 is the world's tallest moving observation tower and the world's first vertical cable car. Visitors enjoy unprecedented unfolding views across Brighton and Hove, the South Downs and the beautiful Sussex coast. 'Flights' carry up to 200 passengers and depart every 30 minutes. While on board, guests can enjoy a drink at the Nyetimber Sky Bar which serves a range of drinks from Sussex including Nyetimber, an award-winning sparkling wine.

At the base of the tower is the British Airways i360 beach building which houses a stylish new restaurant, West Beach Bar & Kitchen, with sea views and a large terrace. Dishes feature ingredients sourced from the local area. The beach building also has flexible beachside events spaces which can be hired for private functions and can accommodate between 10 and 1,000 people. British Airways i360 is licensed for weddings and couples carry marry in the pod, saying 'I do' at 138m above Sussex.

British Airways i360 has worked with the West Pier Trust to reconstruct two of the original West Pier tollbooths using Victorian building techniques. The reconstructed buildings now grace the entrance to British Airways i360, and house the West Pier Tea Room and the British Airways i360 ticket office.

The British Airways i360 shop stocks gifts and souvenirs, many of which have been created by local Brighton artists.

British Airways i360 is owned and operated by Brighton i360 Ltd.

Website: BritishAirwaysi360.com

Twitter: @BA_i360

Instagram: @BA_i360

Facebook: BritishAirwaysi360
Pinterest: @BA_i360
Hashtag: #BAi360

About Marks Barfield Architects

David Marks and Julia Barfield are the architect-entrepreneurs behind the creation of Brighton i360. They founded the company in 2005 and are its majority shareholders. Previously they performed a similar role creating the London Eye where they remained shareholders and directors until 2006. Together with a tight-knit group of extraordinary individuals, trusted consultants and companies, many of whom worked with David and Julia at the London Eye, they secured the planning permission, partners, land and funding for British Airways i360. Marks Barfield Architects is one of the UK's most versatile and innovative architecture practices, established in 1989. David chairs the British Airways i360 board.

MarksBarfield.com

@marksbarfield

About British Airways

British Airways is one of the world's leading global premium airlines and the UK's largest international scheduled airline, carrying approximately 35 million passengers worldwide annually, on around 800 daily flights. The airline employs around 40,000 people, the vast majority of these at its sites throughout the UK, and has an annual turnover of £8.5 billion. It employs 2,500 people in Sussex, several hundred of them in Brighton.

British Airways is the naming rights sponsor of British Airways i360. The attraction is owned and operated by Brighton i360 Ltd.

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