

PRESS RELEASE

October 31, 2017

Armistice Day at British Airways i360

- **Free Armistice Day Flight for military personnel and veterans on Saturday November 11th**
- **British Airways i360 tower lights will turn red in the evening**



Military personnel and veterans are invited to join a **free Armistice Day Flight** on British Airways i360 on Saturday November 11th.

The 30-minute Armistice Day Flight will commence at 10.45am and the two-minute silence will be observed while the glass pod is at the top of the tower at 11am. Anyone hoping to attend the event must arrive by 10.30am at the latest.

Each member of the armed forces or veteran presenting relevant ID is eligible for a complimentary ticket for the flight. Places must be booked in person at the British Airways i360 ticket office either in advance or on the day, subject to availability.

Other members of the public can purchase tickets for the normal price at www.BritishAirwaysi360.com/Armistice, at the ticket office or by calling 03337 720360 (surcharge applies). Wheelchair-users should call the booking line (no surcharge).

In an additional act of remembrance, **the British Airways i360 tower lights will turn red** on the evening of Saturday 11th November.

Executive director Steve Bax said: "As the country falls silent to honour those who have fallen in battle, we invite military personnel past and present to join us for a moment of

reflection in the British Airways i360 pod, looking out across the English Channel and the beautiful Sussex coastline.”

British Airways i360 is conceived and designed by Marks Barfield Architects, creators of the London Eye. Passengers glide gently up to 138m in a fully enclosed glass observation pod for breathtaking 360-degree views across Brighton & Hove, the South Downs and the Sussex coastline.

ENDS

Images (please credit British Airways i360):

<https://www.dropbox.com/sh/3bt78vd025xwpt6/AABMqv-X1ybbKntCAs4vczfZa?dl=0>

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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. 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

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Hashtag: #BAi360

About Marks Barfield Architects

The late David Marks MBE was the architect-entrepreneur behind the creation of Brighton i360, together with his wife and business partner Julia Barfield MBE. They founded Brighton i360 Ltd in 2005. Previously David Marks and Julia Barfield 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. Julia Barfield now chairs the Brighton 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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