

AA Brings Loyal Travelers a Great New Innovation

Loyalty is a trait we've learned and admired from many of our LGBT customers and friends. Day in and day out, we appreciate you choosing American Airlines as your trusted partner to meet your business and leisure travel needs.

We like to repay your loyalty whenever we can, especially to extend your options! Many of you may know that American Airlines invented the frequent flyer program when we launched the AAdvantage® program nearly three decades ago and we now plan to revolutionize award travel by introducing an exciting new feature called "One-Way Flex Awards." One-Way Flex Awards offer a whole new approach to frequent flyer award travel, creating even greater value for AAdvantage members. Customers can get further details on One-Way Flex Awards and view an online demo at www.aa.com/flexawards.

The One-Way Flex feature gives AAdvantage members more options when redeeming award travel, offering – **for the first time** – the ability to use miles on a one-way basis at half the round-trip mileage requirement.

American is the first major domestic airline to offer a one-way award ticket at a true one-way price at just one-half the amount of the required round-trip miles. ■

Win a Trip for Two to Ft. Lauderdale

Last month we were excited to announce the launch of Logo's TripOutGayTravel.com. Now, don't just sit there – it's time for you to enter the official TripOutGayTravel.com sweepstakes. No purchase needed at all.



Visitors to the site can enter to win a grand prize trip to Fort Lauderdale, FL, for two. And thirty lucky first-place winners will receive a Fort Lauderdale beach chic starter kit including a beach towel, flip flops and beach ball. For more information and a chance to enter, please [click here](#). The sweepstake ends on June 1, 2009, at 11:59:59 p.m. (EST). ■

IGLTA Honors AA Print Ads



American was honored this month by receiving the top award for Best Print Advertisement from the International Gay & Lesbian Travel Association (IGLTA) for our popular "Fly Forward" advertising campaign. The award was presented on Saturday evening, May 9, 2009, during IGLTA's annual conference gala dinner in Toronto, Canada.

The updated, nostalgic campaign featured illustrations depicting two same-sex couples. The first portrays a male couple on a tropical getaway, with a 1950s classic look reminiscent of a time when almost all travel seemed glamorous. The second features a female couple, with mid-twentieth century fashion flair and looks of happy anticipation, as they disembark in London for their vacation travel together.

Many friends and travelers enjoy having a poster-sized version of this award-winning campaign, and you can have one too. Just visit our online store at American Airlines' C.R. Smith Museum to order your copy of the [female couple](#) campaign or the [male couple](#) campaign.

More good news from IGLTA: Congratulations to our own George Carrancho who was just re-elected to another term on their board of directors – helping to serve as a bridge with other travel industry leaders and to promote American Airlines' gay-friendly policies. ■



Spotlight on the Community

This spotlight focuses on our valued community partners every month – the nonprofit leaders that work every day to make all of our lives better.

amfAR's 'Honoring with Pride': June 11, 2009 in New York City

Pride Month is great time to celebrate with friends while giving to a worthy cause in our community. Come to New York City (on American Airlines, we hope) to celebrate amfAR's tenth anniversary "Honoring with Pride" event, on Thursday, June 11 at the Edison Ballroom.



Since its start in 1985, amfAR has invested nearly \$290 million in its mission to end the global AIDS epidemic and has awarded grants to more than 2,000 research teams worldwide.

The party is sure to be fabulous, with the VIP lounge starting at 6:30 p.m. and other cocktails beginning at 7 p.m. Honoree tributes, a luxury item auction, and a special performance by Debbie Harry will take place between 8 – 10 p.m. before the party officially begins.

The event will also feature performances by Ari Gold and Colton Ford. It will be hosted by Alan Cumming and will also feature scheduled appearances by Flotilla DeBarge, Cheyenne Jackson and Project Runway winner Christian Siriano.

Ticket prices range from \$100 for Dance Party Only Ticket to \$1,000 for a VIP ticket with prime seating. Contact David Yu at 212-806-1615 or david.yu@amfar.org for ticket information and inquiries. For more information, please visit www.amfar.org.

American supports the work of amfAR to end the global AIDS epidemic through innovative research. Log onto aa.com/rainbow and enter Business ExtrAA # 784369 to help support its mission. ■

EuroPride 2009: June 5-7, 2009

Get ready to party because we've got a whole month of pride coming up in Europe too. Zurich will play host to the international gay, lesbian, bisexual and transgender pride event that is Europe's most exciting celebration of gay culture. EuroPride 2009 kicks off with the opening celebrating on Saturday, May 2, but the main celebrations will take place on the weekend of June 5.



"Celebrating 40 years with pride" is the motto of this year's five-week long EuroPride. The festival, starting on Friday, June 5, and peaking on Saturday, June 6, will take place in the 'EuroPride village' in the city center, where various streets and squares will be closed to play host to exhibitors, food vendors, open air concerts and street artists. On Saturday, there will also be a political rally with various inspirational speakers. For more information, please visit www.europride09.eu.

This event is not only fun but extremely important as a popular demonstration for acceptance, tolerance, and in opposition to discrimination and all forms of violence on grounds of sexual orientation. The parade will also be held Saturday, traveling through the beautiful inner city of Zurich.

This summer is definitely the time to visit Switzerland's largest city and take part in Europe's biggest gay pride event. Log onto aa.com/rainbow and use Promo Code **A7859AZ**. ■

AA Supports Tax Equality for Same-Sex Couples

American continues to advance our leadership on issues of workplace equality and fairness. We are the first airline to join a number of leading U.S. corporations to endorse the Tax Equity for Health Plan Beneficiaries Act (2009), which aims to treat taxation of health insurance benefits for domestic partners equally with married spouses.

As our LGBT community works to take small and large strides toward full inclusion, AA will continue to be a loyal partner and steadfast supporter. ■

Stay Connected with the AA Rainbow Team

If you would like to "opt-in" and receive the AA Rainbow News via email along with periodic LGBT travel updates and promotions please email your request to rainbow.team@aa.com.

Business ExtrAA®: Making Philanthropy Effortless

When booking travel arrangements, consider making a difference with a few simple clicks. Philanthropy is effortless when you enter the participating organization's Business ExtrAA number on the booking page. LGBT community organizations can earn valuable points while you still earn your AAdvantage® miles for travel. Talk about a win-win!

