



## ***American Airlines LGBT Policies, Practices and Community Recognition at a Glance***

For over a decade, American Airlines has been a pioneer in implementing fair-minded policies and practices for its lesbian, gay, bisexual and transgender (LGBT) customers and employees. American Airlines has consistently held the highest possible ranking on the Human Rights Campaign's Corporate Equality Index and remains the most gay-friendly of all U.S. airlines through its generous partnerships with the LGBT community, as well as its loyalty and respect for customers, employees and shareholders, and unflagging commitment to diversity.

*"We know that all passengers, including gays and lesbians, bisexuals and transgender people, have many choices when it comes to travel. We want your loyal business and we will work to earn it."*

**American Airlines**

### **Policies and Practices**

- First major airline to implement same-sex domestic partner benefits (2000). Offers equal health and travel benefits to same-sex partners of LGBT employees.
- First major airline to implement both sexual orientation (1993) and gender identity (2001) in its workplace nondiscrimination policies.
- First major airline to endorse the Employment Non-Discrimination Act (2008) as well as the Tax Equity for Health Plan Beneficiaries Act (2009), to treat taxation of health insurance benefits for domestic partners equally with married spouses.
- First major airline to have a company-recognized LGBT employee resource group – GLEAM. Formed in 1994, GLEAM's mission is to work with management and to reach out to allies and other employee groups to embrace the principles of fairness, acceptance and diversity in all company policies and programs.
- First major airline to launch a dedicated LGBT-specific website complete with comprehensive LGBT event calendar, consumer newsletter and booking engine, [www.aa.com/rainbow](http://www.aa.com/rainbow) (November 2006) and first LGBT site [www.aavacations.com/rainbow](http://www.aavacations.com/rainbow) for booking leisure and vacation travel to gay-welcoming destinations (November 2005.)
- Admirals Club members are eligible to purchase "spousal" memberships for their domestic partners on an equal basis with heterosexual married couples.
- First Fortune 100 company to establish an entire gay and lesbian national marketing and sales team: The Rainbow TeAAm. The team consists of travel specialists working with gay and lesbian community groups and national and local organizations to expertly handle travel needs and benefits.
- One of the leading corporate members of the International Gay and Lesbian Travel Association (IGLTA) – the world's leading gay and lesbian travel association.
- American Airlines is a founding corporate member of the National Gay and Lesbian Chamber of Commerce, as well as the first and only airline today to include LGBT-owned businesses in its supplier diversity program.

### **Honors and Recognition**

- Earned the highest possible score of 100 percent on the Human Rights Campaign's Corporate Equality Index. The only airline to achieve this distinction for seven years in a row (2002 – Present)

- PlanetOut Award for “Airline of the Year” (2006 and 2007).
- The original “Rainbow TeAAm” sales group is inducted into the International Gay and Lesbian Travel Association (IGLTA) Hall of Fame in 2006
- Rainbow TeAAm has won Corporate Member of the Year from the Chicago Area Gay and Lesbian Chamber of Commerce (2000)
- Dallas Voice *Readers Award for Best Airline* (2006, 2007, 2008 and 2009)
- Dallas Voice *Readers Award for Best Travel Website* (2009)
- Dallas Pride honors American Airlines for our “Outstanding Community Support 2007” and trophy recognition “Corporate Pride Best For Profit Entry” for 2007 parade.
- Out Traveler Magazine 2005, 2007 and 2008 Readers’ Choice Awards ranked American Airlines as “Best Airline” and “the gold standard U.S. carrier for hospitality and service.” Inducted into Out Traveler Hall of Fame in 2008.
- Out & About *Editor’s Choice Award for Best Airline* (1995 and 1996)
- AIDS Action Foundation “Community Service Award 1998” for American Airlines, accepted in Washington, D.C. by CEO Bob Crandall (April 6, 1998)
- San Francisco AIDS Foundation *Corporate Leadership Award* (1998)
- AIDS Funders Conference *Corporate Leadership Award* (1998)
- Advocate Magazine and the Advocate Business Traveler ranked American Airlines “at the top” (June 1995)
- First airline national advertiser on LGBT cable network LOGO (2007)
- “Fly Forward” advertising campaign wins top award for Best Print Advertisement from the International Gay & Lesbian Travel Association (IGLTA) (2009).

## **Giving to the Community**

American Airlines serves as the official airline for many organizations (and this list is far from complete):

- |  |   |
|--|---|
| ○ The Human Rights Campaign                    | ○ Miami Dade County Gay and Lesbian Chamber of Commerce |
| ○ Gay and Lesbian Alliance Against Defamation  | ○ North Texas GLBT Chamber of Commerce                  |
| ○ National Gay & Lesbian Task Force            | ○ LGBT NY Community Center                              |
| ○ National Center for Lesbian Rights           | ○ NYC Gay Men’s Chorus                                  |
| ○ National Gay and Lesbian Chamber of Commerce | ○ amfAR   |
| ○ LAMBDA Legal Defense and Education           | ○ Southern Comfort Conference                           |
| ○ R Family Vacations                           | ○ International Gay & Lesbian Travel Association        |
| ○ PFLAG  | ○ The Point Foundation                                  |
| ○ Turtle Creek Chorale                         | ○ Out for Work  |
| ○ GLBT Resource Center of Dallas               | ○ Trevor Project  |
| ○ Mautner Project                              | ○ National Gay & Lesbian Task Force                     |
| ○ Dallas Black Tie Dinner                      | ○ Gala Choruses   |
| ○ True Childhood                               | ○ Elton John Foundation                                 |
| ○ Los Angeles Gay and Lesbian Center           | ○ Greater Seattle Business Association                  |
| ○ Center on Halsted                            | ○ PFLAG   |