

SAUDI ARABIAN AIRLINES (SAUDIA) SPREADS THE SPIRIT OF EID WITH A NEW CAMPAIGN FEATURING INTERNATIONAL ARTIST, AKON

Airline Shares Universal Greeting from SAUDIA to the World

Celebrates EID With Special Flight Offers

Jeddah, SAUDI ARABIA – Saudi Arabian Airlines (SAUDIA), the national flag carrier of Saudi Arabia, has released a special Eid Al Fitr campaign, marking the conclusion of the Holy Month of Ramadan.

Eid is a period of celebration with family and friends to mark the end of Ramadan in which Muslims around the world fast for a month.

The newly released campaign from SAUDIA conveys a heartwarming greeting to all guests. A [video](#) with the meaning and message of Eid featuring international award-winning music artist, Akon, can be viewed on both the airline's and Akon's social media channels. Akon was selected to represent the brand due to his international appeal, which resonates with SAUDIA's vision of bringing the world to the Kingdom and the Kingdom to the world. Being a Muslim, Akon chose to appear in the video in a manner that reflects how he celebrates Eid with his family and friends.

SAUDIA and Akon wish the world a Happy Eid, sharing best wishes for moments of happiness, joyous, happy and healthy times connecting with loved ones.

Additionally, the holiday division of SAUDIA – Saudia Holidays – features many special offers for flights and hotel packages ideal for families and friends to discover, explore and relax in one of the many new destinations the airline flies to.

SAUDIA's vast network of flights connects to more than 95 destinations across four continents.

The airline recently announced the addition of 10 new international routes: Bangkok, Thailand; Barcelona and Malaga, Spain; Marrakech, Morocco; Mykonos, Greece; Moscow, Russia; Beijing, China; Seoul, South Korea; Entebbe, Uganda; Amsterdam, the Netherlands; and Chicago, Illinois in the United States.

SAUDIA offers a full suite of online services through www.saudia.com in addition to its mobile app which enables guests to book and manage their flights conveniently and easily.