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SAS extends agreement with Save the Children

SAS and the Save the Children organizations in Denmark, Norway and Sweden (Red Barnet, Redd Barna and Rädda Barnen, respectively) are continuing the long-term cooperation that began in 1998. The extended cooperation will apply until December 31, 2004 and involve a total of SEK 18 million.

The Save the Children organizations in the three countries and SAS intend to utilize the cooperation to create resources that result in sustainable improvements in the rights of children to a dignified life. This is fully in line with the Save the Children's guiding principles, which are based on the United Nations' convention on children's rights.

SAS's part of the agreement involves a financial undertaking and efforts to make it possible for SAS employees and customers (approximately 22 million passengers per year) to make voluntary contributions. The amount that will be credited to Save the Children will be used for the activities that the organization conducts in accordance with the "Children at War and in Exile" theme. The financial undertaking made by SAS is to guarantee that the Save the Children organizations in the three countries receive an amount corresponding to SEK 6 million annually as of 2001 and until 2005.

"The cooperation between Save the Children and SAS is an important feature in SAS's community activities. Save the Children has a long-standing tradition in Scandinavia and represents something that is very positive. In various surveys to determine which organization the public would prefer to support, Save the Children has always received a top ranking," says Bernhard Rikardsen, Senior Vice President Human Resources at the SAS Group.

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