American Airlines Newsroom

NEWS RELEASE

A Mission to Help Those in Need

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Joanne Gonzalez is a familiar face at the Los Angeles Mission, an outreach organization that provides help, hope and opportunity to the homeless. She volunteers throughout the year, serving meals, distributing care packs and offering encouragement to those in need when she can. Joanne, a Human Resources senior specialist with American Airlines, knows how important this mission is for those it serves.

With more than 50,000 people experiencing homelessness throughout Los Angeles each night, she is encouraged that American joins her in supporting the organization. “I’m proud that American Airlines is reaching beyond the airport to serve the greater community,” she said.

This month, American donated nearly 10,000 premium amenity kits to the Los Angeles Mission to help those in need. The donation came together when Eric Brown, a manager of Catering Operations at Los Angeles International Airport (LAX) and Sky Harbor International Airport (PHX), noticed extra palettes of last year’s premium amenity kits remaining in inventory. “I wanted to use our company’s resources to give back,” Eric said. “I’m glad they could go to support such a worthwhile cause.”

The amenity kits, designed by Cole Haan, are the same ones distributed to customers in American’s premium cabins and feature products from C.O. Bigelow, as well as other essentials including a toothbrush, toothpaste, tissues, ear plugs, an eye mask and socks.

On June 21, a group of Los Angeles-based team members visited the Los Angeles Mission during its Friends and Neighbors Lunch to personally distribute 500 of the kits, along with pajamas that are provided to international first class customers.

“This was a really special opportunity to serve those less fortunate,” said Joanne. “Our airline has such a significant

presence in Los Angeles, and I think it's incredibly important for us to help those in our community who are in need. Opportunities to give back, like this one, are important not just to me personally, but to Los Angeles as a whole."

Since 2016, American team members like Joanne have donated hundreds of volunteer hours and the airline has donated even more amenity kits to the Mission.

"Too many times, people just walk right past our friends and neighbors on the street," said Ivan Klassen, Director of Community Partnerships at the Los Angeles Mission. "Today has brought them so much joy. The smiles alone from American's team members really make them feel special, and providing them with the essential items they really need when living on the street or in resident occupancy makes this an incredibly kind gesture."

In total, the amenity kits donated by American are enough to reach nearly one in five who experience street homelessness in Los Angeles each night.

"Homelessness is a significant issue in Los Angeles," said LAX Customer Service Manager Jamar Whitfield. "Living downtown, I see those who are experiencing it every time I leave my house. I've given money to organizations before, but this donation is going to make a real, positive impact."