

Last updated: 01:41 PM ET, Tue April 27 2021

Alaska Airlines Unveils New Plane as Part of Commitment to Education, Racial Equity

AIRLINES & AIRPORTS | PATRICK CLARKE | APRIL 27, 2021

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Alaska Airlines' 'Our Commitment' aircraft. (photo courtesy of Alaska Airlines)

Alaska Airlines has unveiled a new aircraft to showcase its commitment to increasing racial diversity, cultivating an inclusive culture and working alongside community-based organizations to promote education and career development.

Developed in partnership with UNCF—the nation’s largest minority education organization—"Our Commitment" will fly throughout the airline's network with the hopes of inspiring conversations, raising awareness and spreading the word about UNCF.

The custom-painted Boeing 737-900 ER features artistic renderings of more than a dozen students who are connected to Alaska Airlines employees as well as memorable quotes from legendary social activists throughout history, including Dr.

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aircraft following conversations with its Black business resource group known as Alaska Air Group Black Employees, Allies & Advocates (ABEA) concerning the nationwide civil unrest last summer. Chicago-based artist and designer Ade Hogue and designer Johnny Mack, who has previously designed ten of Alaska's special liveries, helped turn the idea into reality, with Hogue finding inspiration in Civil Rights Movement-era imagery.

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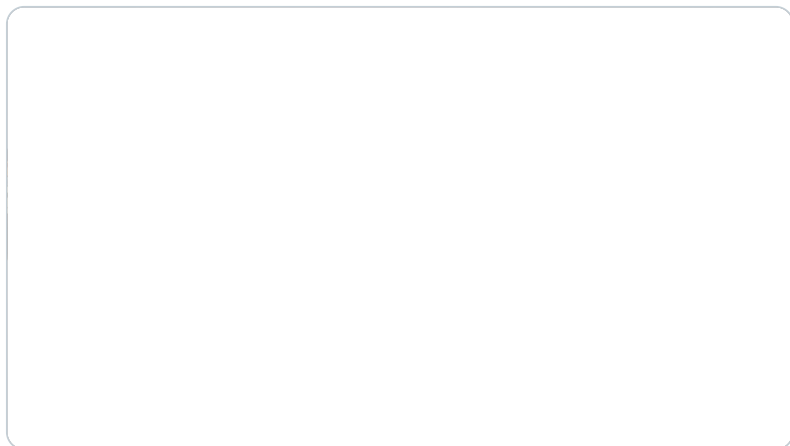
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In partnership w/[@unconf](#), we're proud to introduce our newest aircraft. Inspired by & designed with Alaska's employees, allies & [@unconf](#), the aircraft features profiles of the next generation of leaders, the families and mentees of [@alaskaair](#) employees. bit.ly/32O2Sa8



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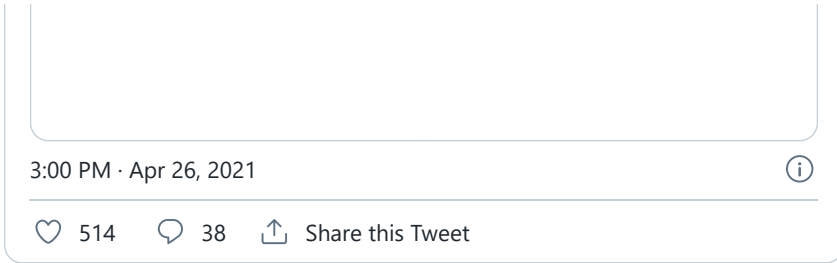


One of our equity commitments is to help create career pathways for students by supporting programs like [@UNCF](#), who we've worked with for over 15 years. We're proud to reveal a special aircraft in partnership with UNCF, called "Our Commitment." Learn more: bit.ly/32O2Sa8



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In addition to the unique look, passengers flying the aircraft can look forward to seatback cards and digital resources detailing Alaska's Diversity, Equity & Inclusion commitments and UNCF programs.

"As a company, we know we are not yet where we need to be when it comes to diversity, but we are inspired and guided by our value to do the right thing. With this aircraft, we are doing the right thing by amplifying the conversation around education, equity and belonging and taking it to the skies," Alaska Airlines CEO Ben Minicucci said in a statement. "This aircraft will continue to be an inspiration for us on the journey."

The airline will also donate one million miles annually to support students attending Historically Black Colleges and Universities (HBCUs) and has established a scholarship fund through UNCF to help students overcome the financial obstacles of getting a college education.

Earlier this month, [United Airlines revealed an ambitious plan](#) to train 5,000 new pilots by 2030, with at least half of them women and people of color.

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