

Toulouse, October 11, 2012

## ATR remains committed to the fight against breast cancer

ATR, the European manufacturer of turboprop aircraft maintains its firm commitment to the fight against breast cancer again this year.

In addition to the international fundraising effort "Pink October", ATR has implemented several awareness campaigns within the company.

A meeting focused on breast cancer will be an opportunity for both men and women to attend the play "The "untiers" of tongues", and take part in a conference. Prevention, screening, fear of diagnosis, treatment, hope, trust in medicine, the relationship with the body, etc. all of these topics will be examined with humor, laughter and ridicule to lighten the atmosphere surrounding this difficult subject. This play, specially created for "Pink October", will be followed by an exchange session on the topic of "Breaking down taboos in the workplace" led by a health care professional.

As a sign of its support to this cause, ATR wished to reinforce this concept visually: pink lighting illuminates the tail fin and the main building of the ATR head office in Blagnac throughout the month of October. This action is a reflection of numerous local, national and international initiatives to fight this disease. It also draws everyone's attention to the importance of organized screening for breast cancer.

As a reminder, on March 8, 2011, for International Women's Day, ATR delivered an ATR 72 to the Brazilian carrier Azul named "the Pink City" painted pink, the color symbolizing the fight against breast cancer, and displaying a message of support to screening and awareness campaigns.

### About ATR:

Founded in 1981, ATR has become the world leader on the market for regional aircraft with 90 seats or less. Since its creation, ATR has sold approximately 1,200 aircraft to over 186 operators based in 90 countries. ATR planes have totaled over 21 million flight hours. ATR is an equal partnership between two major European aeronautics players, Alenia Aermacchi (a Finmeccanica Group company) and EADS. Its head office is in Toulouse. ATR is ISO 14001 certified. This is the international reference standard in the field for environmental friendliness.

For additional information, log on to [www.atraircraft.com](http://www.atraircraft.com).

To keep up with ATR photo and video highlights of the event on YouTube, use the [ATRbroadcast](#) link.

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