

Media release
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Helvetic Airways AG
Steinackerstrasse 56
CH-8302 Kloten

Phone +41 (0)44 270 8500
Fax +41 (0)44 270 8501

press@helvetic.com
www.helvetic.com

Social media

Helvetic Airways rises to the #JerusalemaDanceChallenge

Swiss regional airline Helvetic Airways came up with its own version of the viral #JerusalemaDanceChallenge last month. In offering their take on the dance routine that is currently doing the rounds in countless YouTube and TikTok videos, the crews and behind-the-scenes teams at Helvetic Airways hope to bring some light, fun and smiles into our present pandemic world.

An in-house appeal for volunteers to take part in Helvetic Airways' version of the Jerusalema Dance Challenge attracted a large number of respondents from cockpit and cabin alike. Some 30 individuals were selected from these to dance to the song "Jerusalema" by South African singer, DJ and producer Master KG. Originally launched on YouTube by the Angolan troupe Fenomenos do Semba in February 2020, the Jerusalema Dance Challenge has since gone viral, thanks largely to the TikTok social network. The challenge has inspired innumerable video versions featuring thousands of people all over the globe performing the now-famous steps.

"We're really not able to fly much right now," explains Cabin Attendant Sara Müllhaupt, the initiator of the project. "So we wanted to make some creative use of our free time. And this was a great opportunity to strengthen our team spirit in a constructive and light-hearted way." Franz Lindauer, Helvetic Airways' Head of Cabin Crew, could not agree more. "This project underlines once again the tremendous teamwork and the wonderfully positive attitude of our flying personnel," he says, "despite all the turbulence that we're experiencing at the moment throughout the airline industry."

The resulting video, which was produced solely with internal resources and in the leisure time of everyone involved, was created in mid-January by Senior Cabin Attendant Angsumalin Frank and Peter Strohmeier of Helvetic Airways Maintenance. The video was shot in the buildings of Zurich Airport, on the apron and in the Helvetic Airways hangar, and resulted in almost 12 hours of footage over a three-day period. (It was also produced before the new actions resolved by the Swiss Federal Council to counter the coronavirus pandemic came into effect on 18 January.) The finished video can be viewed now on the Helvetic Airways YouTube channel:

<https://youtu.be/1sAAPLNK68M>

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Helvetic Airways provides a range of short- and medium-haul air services from its Zurich (Switzerland) base. The airline uses its Embraer E190-E1 and -E2 aircraft fleet for scheduled, wet-lease and charter flights. Eight Helvetic Airways Embraer E190s are currently operated on behalf of Swiss International Air Lines under a long-term wet-lease agreement.

The Helvetic Airways workforce numbers some 450 employees. The company also has its own maintenance hangar and operation at Zurich Airport, which is further home to its head office.

Helvetic Airways has been working closely with Horizon Swiss Flight Academy AG (www.horizon.sfa.ch), which is based in Kloten, Switzerland, since 2008. Both companies are part of the Helvetic Airways Group, which is domiciled in Freienbach, Switzerland.



Media relations

Mehdi Guenin
press@helvetic.com



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