

# WOMEN AIR SHOW

Two days dedicated to the women's side of aviation and space

Under the patronage of Hervé Morin,  
French Minister of Defence

Centennial of licensed women pilots



**50 AIRPLANES**

200 WOMEN PILOTS ON  
THE LE BOURGET TARMAC

**AIR FASHION SHOW**  
RETROSPECTIVE  
OF UNIFORMS



**5<sup>th</sup> EVENT  
IN AID OF  
AVIATION SANS FRONTIÈRES**  
AVIATION WITHOUT BORDERS



**N°5 – 6 & 7 March 2010**

Musée      
de l'air et de l'espace

# BACKGROUND

"AVIATION WITHOUT WOMEN WOULD ONLY BE HALF THE PLEASURE" SAYS JOURNALIST BERNARD CHABBERT. LET'S MAKE ONE THING CLEAR HOWEVER: WOMEN HAVEN'T JUST BROUGHT A TOUCH OF GLAMOUR TO THE WORLD OF AVIATION. THEY HAVE TAKEN PART IN IT AND DEVELOPED IT TOGETHER WITH MEN.

**Women pioneers opened up the way:** the first women balloonists, the first women parachutists, then the first women airplane pilots, such as **Baroness de Laroche licensed in 1910**, Adrienne Bolland who crossed the Andes Cordillera in 1921, Hélène Boucher, Amelia Erhart, Maryse Hilz and Maryse Bastié.

**Their successors have also left their mark on aviation history:** Valérie André, the first female general and helicopter pilot, Jacqueline Auriol, first woman test flight pilot, speed record-breaker in 1952, Caroline Aigle, first woman fighter pilot in 1999.

**Women are actively involved in all aviation and space professions:** maintenance, runway, air traffic control, engineering, marketing, civil, military and humanitarian aviation. Philippe Camus, former EADS president, agrees with Bernard Chabbert, declaring that women "give wings to the aviation industry."

The Paris Le Bourget Air and Space Museum is one of the world's leading aeronautical museums, both in terms of history and in the wealth of its collections.

**Since its creation in 1919, the museum has attached great importance to women** with its collection of airplanes flown by women, "women's careers" in the Grande Galerie, co-publication of the Women Aviators book, and, since 2006, every year for International Women's Day, **a big gathering dedicated to all women aviators**, both professional or wannabes.



ameliaeahrt.com, earlyaviators.com



SIRPA Air



# CONCEPT MORNING FLY-IN

A DOUBLE FLY-IN BRINGS TOGETHER NEARLY 200 PRIVATE WOMEN PILOTS AND PROFESSIONAL, CIVIL AND MILITARY WOMEN PILOTS, PLEASED TO LAND AT THE LEGENDARY LE BOURGET AIRPORT. THE AIR MUSEUM'S TARMAC THEN HAS A WIDE-RANGING FLEET: SPORTS AIRCRAFT, STUNT AIRPLANES, OLD BIPLANES, PRIVATE HELICOPTERS, MILITARY AND VIP HELICOPTERS, FIGHTER AIRPLANES, BUSINESS AIRCRAFT AND SO ON.

**Every year on 8 March the museum tarmac is out of bounds to men!**

Since 2006, women in aviation professions and aviation fans meet for the International Women's Day. From the start, the participation of French women fighter pilots has given the event great cachet.

Every year the event brings together more and more French and European women pilots, as well as women's military crews, who take part thanks to the **continued support of our faithful partners**: the French Air Force, the French Army, Gendarmerie, and Navy. Each of these partners sends at least one aircraft—airplane or helicopter—with all-women crews.

Each crew is met by the museum team with a gift, a landing certificate in their names and a white rose. Afterwards they all get together for lunch. The museum director, Gérard Feldzer, and his guests, then pay tribute to them.

The day closes with a group photo, generally taken under our Concorde, whose nose is specially drooped for the occasion, by a female Concorde mechanic.

**The media always participate: television, magazine and women's press.**



© Musée de l'Air et de l'Espace



© Claude Chalançon



© Claude Chalançon

# CONCEPT AIR FASHION SHOW (*Saturday pm*)



In aid of Aviation Sans Frontières (ASF – « Aviation without borders »)

AFTER 4 YEARS OF OCCUPATIONAL THEMES, THE 2010 EVENT WILL BE **UNASHAMEDLY GLAMOUROUS**. WHETHER IT'S ABOUT DOING A TECHNICAL JOB OR REPRESENTING THE IMAGE OF AN AIRLINE, FEMINITY AND STYLE HAVE ALWAYS BEEN REQUIRED. THE BIGGEST NAMES IN COUTURE HAVE GIVEN THE WOMEN IN THE AVIATION INDUSTRY A LOOK THAT IS A MAJOR PART OF THE DREAM FACTOR IN THESE PROFESSIONS. THE **AIR FASHION SHOW** WILL PAY TRIBUTE TO THIS TEAMWORK.

On **SATURDAY 6 MARCH**, the Air Fashion Show organized by the Air and Space Museum will present a **retrospective of flight personnel uniforms**, from the beginnings of air transport to today. The show will present the finest results of cooperation between designers and airlines.

Models will **parade under the wings** of the museum's two Concorde.

To make this a magical moment, as close as possible to the biggest fashion houses' catwalk shows, the organisers have worked closely **with fashion professionals**: set designers, directors, sound and light illustrators, stylists, make-up artists, hairdressers...

The seats around the catwalk will be "sold" (15€ at least) in aid of **Aviation Without Borders**, for the **30<sup>th</sup> anniversary of the association**, the event's partner.

On **SUNDAY 7 MARCH**, a **large auction of women aviators' personal items** will also be organized in aid of the association.



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# PARTNERS

BEING A PARTNER OF THE WOMEN AIR SHOW ALSO MEANS JOINING IN A MAJOR GATHERING THAT, SINCE 2006, HAS BECOME **AN EVENT NOT TO BE MISSED**. IT ALSO MEANS SUPPORTING AN **EXCITING EVENT**, A CELEBRATION OF FEMALE AVIATION, RIGHT **IN THE HEART OF EUROPE'S NUMBER ONE BUSINESS AIRPORT**. IT MEANS PROMOTING FRENCH AERONAUTICAL AND CULTURAL HERITAGE, **TAKING ADVANTAGE OF THE AIR MUSEUM'S COMMUNICATIONS HUB AND ITS WIDE PRESS AND MEDIA COVERAGE**, REACHING MORE THAN **5000 VISITORS** IN ONE WEEK-END, **200 WOMEN PILOTS** TAKING PART IN THE FLY-IN, AS WELL AS THE PRIVATE AND PROFESSIONAL COMMUNITY OF WOMEN PILOTS.

## → Visibility on communication aids

### Press relations:

- Mentions in press releases (at least 3)
- Editorial and visual presence in the press kit
- Mentions in press follow-up, interviews, opening speech

### Poster

- Logo in the sponsors' banner
- Distribution: aviation companies' works committee in the Ile de France region (including Paris), Seine Saint Denis town halls, Le Bourget business airlines, museum sponsors (Air France, ADP, Dassault Aviation...), French aerodromes, RATP metro lines, etc.

### Museum website : [museedelair.org](http://museedelair.org)

- Events, press and current affairs pages: press releases, press kits, poster and presentation brochure on line.
- Logo on the event page with exchange of links.

### Invitation & flyer

- Logo in the sponsors' banner
- Distribution: press database, overall museum and Director's personal database.
- Invitation cards for your VIPs, clients, partners.
- MEDIA: invitations for your readers or viewers via your media.

**Gift pack for crews:** Possibility to insert samples, by-products, brochures, sample magazines for media sponsors.

## → On-site visibility during the event

- Exhibitor's booth
- Logo on the general event signs
- Possibility to leave kakemonos (scroll hangings), banners, posters inside and out (to be set up yourself the day before the event)

## → 5 VIP invitations cards to attend the Air Fashion Show.

→ **For your internal communications needs:** guided tours of the museum, Concorde and secret cockpits tours, planetarium shows, etc.

### Glam' Platinum Pack:

Exclusivity

+ Full sponsoring of the event (which will bear your name and colours)

+ Full communication  
+ Rental space  
= **20.000 euros**

*(including a credit of 10.000 euros for a rental space valid for 1 year)*

### Glam' Gold Pack:

Full communication

+ Rental space  
= **15.000 euros**

*(including a credit of 7.000 euros for a rental space valid for 1 year)*

### Glam' Silver Pack:

Full Communication

= **10.000 euros**

THE MUSEUM WILL HOST STANDS SELLING AERO-FEMININE PRODUCTS AND ASSOCIATIONS ALL WEEKEND.



© BAM Paris

THE EVENT PATRON WILL BE A WELL-KNOWN WOMAN PILOT...



© Chanel / Elle

## Exclusive

Among the guests will be famous women pilots, champions, record-holders...

## Auction

The Air and Space Museum is collecting personal and professional items from top women who have made a name for themselves in aviation. These items will be auctioned to raise money for **Aviation Sans Frontières**.



## WOMEN AIR SHOW



MUSEE DE L'AIR ET DE L'ESPACE // AIR & SPACE MUSEUM

Aéroport de Paris Le Bourget – BP 173

F-93352 LE BOURGET CEDEX

## Communications & Organization

**Marie-Christine Poilpré**, Air & Space Museum Communications Director: +33 1 49 92 70 16 or +33 6 75 04 26 01 – [marie-christine.poilpre@mae.org](mailto:marie-christine.poilpre@mae.org) // **Pascale Nizet**, Press Officer & Aeronautical Communications Consulting: +33 1 48 36 82 63 or +33 6 03 74 18 42 – [pascale.nizet@wanadoo.fr](mailto:pascale.nizet@wanadoo.fr) // **Catherine Barnouin**, Events Management Consultant: +33 1 40 70 45 06 or +33 6 60 17 80 72 – [cbarnouin@hotmail.com](mailto:cbarnouin@hotmail.com) // **Claudine Salmon**, Media Partnerships Manager: +33 1 49 92 70 34 or +33 6 14 76 54 20 – [claudine.salmon@mae.org](mailto:claudine.salmon@mae.org) // **Clothilde Lassègue**, Communications Assistant: +33 1 49 92 70 79 – [clothilde.lassegue@mae.org](mailto:clothilde.lassegue@mae.org)





**AVIATION SANS FRONTIÈRES**

« La voie des airs pour secourir la Terre »

For 30 years **Aviation Sans Frontières (Aviation Without Borders)** has been flying to help the most destitute

Following the war in Biafra, **three Air France pilots** set up a permanent structure to coordinate humanitarian aid: **this was the start of Aviation Sans Frontières.**

**For 30 years**, within a completely non-political and independent framework, **ASF has become an essential link in the international humanitarian network.** What's unique about ASF is its **field of expertise, aviation.** Its airplanes, specially adapted for flying to isolated areas, provide **basic logistical support to NGOs.**

This know-how has allowed ASF to be recognized as a **public interest organisation since 1993** and to become partner in the **Humanitarian Office of the European Community (ECHO)** and the **Economic and Social Council of the United Nations.**

With the support of a **hundred full-time volunteers, thirty pilots, a dozen mechanics, seven employees, three regional delegations** and **5 representatives in Europe**, ASF is committed throughout the year to numerous worthy causes all over the world.

**Helping to save lives:** **medical liaison flights** to support NGOs, **medical evacuations, escorting sick minors**, transporting pharmaceutical products, surgical and medical equipment, food supplies and various types of help for isolated hospitals.

**Protecting life:** **logistical aid** for vaccination campaigns, AIDS prevention or prophylactic treatment for endemic diseases, **accompanying families.**

**Guaranteeing quality in emergencies:** **parcel freight for hospitals**, dispensaries or orphanages, setting up emergency operational structures.

**Giving wings to isolated youth:** With its **"Wings of a Smile"** campaign, ASF gives **young people with physical or mental disability the opportunity to explore the joys of flying** during a discovery flight. Thanks to **"e-Aviation"** ASF helps teenagers from underprivileged areas to break through social barriers and discover other perspectives of occupations by combining IT and aviation.

**Susanne MAUGEIN – Head of Communications** - +33 1 49 75 59 84 - [susanne.maugein@asf-fr.org](mailto:susanne.maugein@asf-fr.org)

**Arlette BLUM – Press Officer** - +33 1 49 75 74 07 - [com@asf-fr.org](mailto:com@asf-fr.org)

**Member of ASF Europe**

Orly Fret 768 – F-94398 ORLY AEROGARE CEDEX

Tel: + (33) 1 49 75 74 37 - Fax: + (33) 1 49 75 74 33 – Website: [www.asf-fr.org](http://www.asf-fr.org) – Email: [asfparis@asf-fr.org](mailto:asfparis@asf-fr.org)

Association recognized as a public interest organization by the decree of 12 November 1993.