



At left: Andre Bello, Regional Head of Sales, Marketing and Communications, Virgin Atlantic presenting Melissa Singh with here two prize tickets. Centre is Henderson Evelyn.

Melissa is 'FITFOO' with Virgin Atlantic

A SURPRISED and very happy Melissa Singh was all smiles as she collected her ticket for two to the UK, as the winner of Virgin Atlantic's recent Flying in the Face of Ordinary (FITFOO) Barbados promotion.

The administrative assistant with LEX Caribbean Attorneys-at-Law explained that entering the competition was fun and interesting. She said, "Unlike

many competitions the actual process for entry was a bit different as your answers for submission were based in viewing the FITFOO video online, so I am very happy to have won." She plans to take her dad Henderson Evelyn on the trip, which will be their first to the UK.

Ms. Singh was one of hundreds of Barbadian who entered the competition, which hinged on

Virgin Atlantic's FITFOO campaign. Andre Bello, Regional Head of Sales, Marketing and Communications, Virgin Atlantic, said the airline was challenging itself to break from the status quo, and to ensure their passengers flying experience is that much better, more exciting, more magical.

He explained, "Our entire global marketing promotion

embodies this commitment in a simple statement, 'Flying in the face of ordinary' or as we say, FITFOO".

Bello added, "We have just returned from Jamaica where we rolled out the FITFOO promotion with great success, as has been the case across the globe."

Virgin Atlantic's Caribbean routes include Antigua, Jamaica, St. Lucia, Tobago and Barbados.