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Finnair seeking ardent fans for flight to win Angry Birds Asian Challenge

 Carlanne McCrystal, Seattle Travel Industry Examiner
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Finnair A330
Credits:
Photo Courtesy of Finnair Group



Video: Angry Birds Asian Challenge

Finnair is seeking the most ardent fans to fly their longest, highest Angry Birds flight to Singapore for the Angry Bird Asian Challenge.

Today, August 31st, Finnair begins a world-wide online search for the eight biggest Angry Birds fans to fly on the longest and highest Angry Birds flight ever from Helsinki to Singapore on September 20, 2011. Onboard this one-of-a-kind theme flight, the fans of the world-famous mobile gaming device, developed by the Finnish company Rovio, will compete in the Angry Birds Asian Challenge at an altitude of 10 kilometers (6.21371192 miles high). The online competition is open for all fans, from August 31 to September 12, 2011, to tell why they are one of the Angry Birds' most dedicated fans.

So what does this mean for passionate fans of Angry Birds in Seattle and the Northwest? When the CEO of Rovio, Peter Vesterbacka, spoke at the Casual Connect game show recently here in Seattle, he explained that Rovio is betting everything on Angry Birds becoming an icon in league with Mario and Sonic with a goal of 1 billion fans. Here in Seattle, there is rumored to be an Angry Bird Professional League forming (tongue in cheek, of course). Seattle's Angry Birds fans who aspire to the Asian Challenge can get more information from Finnair's Angry Bird contest website. Finnair flies to Miami, New York and Toronto in North America. Fans who choose to compete to win this one of a kind flight will need to be able to get to one of those three destinations from Seattle-Tacoma International Airport if they win the contest.

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"Although the Angry Birds have already flown almost everywhere in the world, the trip to Singapore will be the birds' longest continuous flight to date. The Angry Birds game has been downloaded to various platforms over 350 million times, and we are delighted to be able to bring new Angry Birds games and experiences to a growing fan base," says Peter Vesterbacka, Rovio's Mighty Eagle and Marketing Manager.

The five most popular fans and two-to-three favorites selected by a jury will be awarded an unforgettable flight experience on Finnair's Angry Birds branded Airbus A340 to Singapore. During the flight, the Angry Birds fans and other flight passengers will be able to participate in a competition on game consoles specially programmed for this event. A real live Angry Bird will also be present on the flight. The winner of the competition will become the proud holder of the very first Angry Birds Asian Challenge title.

Tweets detailing the swish of wings and the demise of pigs during the competition will be sent from the flight. It will be possible to follow the events in real time at the address www.finnair.com/angrybirds.

Established in 1923, Finnair is one of the world's longest continuously operating airlines. Finnair's comprehensive route network via Helsinki provides fast connections between 50 destinations in Europe and 10 cities in Asia. In May 2011, Finnair launched direct flights to Singapore. Last year, Finnair has taken delivery of five new Airbus A330s that represent the latest modern technology: low fuel consumption, environmental efficiency and passenger comfort. Finnair is a member of oneworld alliance, the leading global airline alliance. www.finnair.com

For more information, please visit:

www.finnair.com/angrybirds.

Photobank: www.finnair.com/gallery

Spa services: www.finnair.com/spa

Finnair blogs: <http://blogs.finnair.com>

Finnair on Facebook: www.facebook.com/finnair

Finnair Group website: www.finnairgroup.com

via.Helsinki: www.viahelsinki.com

Finnair's mobile service: m.finnair.com

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