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**JFK AIRPORT’S TERMINAL 4 LAUNCHES COVID-19 RECOVERY CAMPAIGN**

*The operator of JFK’s largest terminal charts the way forward for air terminal safety*

*in the wake of COVID-19*

**New York, NY – July 8, 2020 –** As the aviation industry grapples with the impacts of the COVID-19 pandemic, JFKIAT, the operator of Terminal 4 at John F. Kennedy International Airport, has launched a COVID-19 recovery campaign to ensure the safety and security of customers and employees and win back customer confidence as more people resume travel.

Since the beginning of the pandemic, JFKIAT took immediate action to ensure high levels of safety within the terminal, staying in close contact with the CDC and government agencies, increasing and enhancing cleaning routines throughout the building, and implementing safe practices for processing flights and passengers arriving from affected areas. With the launch of its new campaign, JFKIAT has innovated beyond standard air terminal practices in order to look ahead to the future, seeking to address anxiety, ensure the highest level of safety practices, and leverage cutting edge technology to prepare T4 for the next normal of air travel.

“The impacts of COVID-19 on the aviation industry have been unprecedented, and in order to move forward, industry leaders must find unprecedented solutions,” said Roel Huinink, President and CEO of JFKIAT. “JFKIAT’s mission is grounded in providing the best possible customer experience and ensuring the highest levels of safety, and we have executed plans to ensure that our employees can feel safe and positive at work, give our customers reassurance as they return to travel once more, and cultivate systems to prepare T4 for the future.”

JFKIAT developed a comprehensive plan and assigned dedicated teams to focus on five key areas: Hygiene and Sanitation, Health and Wellbeing, Social Distancing, Transactions, and Communications. Each project team focused on specific challenges – from anxiety around high-touch areas within the terminal to communicating safety measures to customers and staff – and developed targeted solutions around each challenge. Customers can learn more about JFKIAT’s safety initiatives on the new [T4 Safe Travel Resource Center](https://www.jfkt4.nyc/covid19/), now live on T4’s website.

In addition to installing sanitization stations, touchless sanitary receptacles and social distancing decals, JFKIAT has introduced several innovative initiatives, including vending machines for personal protective equipment (PPE), new robotic cleaning technology, and a series of contactless transaction systems. Since social distancing can be challenging in some spaces, JFKIAT analyzed each step of the passenger and employee journey to create solutions for maintaining distance between individuals in customs queues, gate hold areas and ticketing lines.

JFKIAT also recognized the urgent need for systems to reinforce safety for customers and staff within T4. Elevated body temperature screening has been implemented for employees, and more measures for customer screening will be announced in the coming weeks. T4 is also currently the only air terminal in the United States to launch a COVID-19 screening and testing location for

employees. JFKIAT partnered with XpresSpa’s new brand XpresCheck and the Port Authority of New York and New Jersey on the pilot program, which has the capacity to screen up to 500 employees per day and is open to all JFK terminal employees, airline employees, and airport workers.

To give passengers a sense of security within the building, JFKIAT also launched a branded safety campaign called S.M.I.L.E. (Social distance, Mask, Inform, Lather and Encourage). The campaign leverages T4’s distinctive brand and mission – to guide and delight – to communicate clear, consistent and positive messages around staying safe. The multifaceted campaign will reach all key customers and employee touchpoints, including T4’s website, social platforms, on promotional materials (such as masks and hand sanitizers), and digital and print signage to address travel anxiety with an optimistic, human voice.

To see JFKIAT’s S.M.I.L.E. video for T4, visit: <https://vimeo.com/433004308>

To see the T4 Safe Travel Resource Center, visit: <https://www.jfkt4.nyc/covid19/>

**About JFKIAT**

JFK International Air Terminal, LLC. (JFKIAT) is the operator of Terminal 4 at John F. Kennedy International Airport, one of the most active air terminals in the New York area, serving 33 international and domestic airlines with an annual passenger volume of more than 21 million travelers in 2019. Terminal 4 is the first existing airport terminal in the U.S. to receive LEED Gold certification by the United States Green Building Council (USGBC) for operations and maintenance. The Terminal’s expansive Retail Lounge offers an unparalleled experience for travelers with a wide range of food and beverage and retail options, from chic to upscale and from convenience stores, to electronics, accessories and gifts. Terminal 4 was the first air terminal in North America operated by a private management company. JFKIAT’s managing member is Schiphol USA Inc., a U.S. affiliate of Royal Schiphol Group.

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