

## **United Airlines Again Receives "Best-of-the-Best" Award for Commitment to Diversity and Inclusion Across All Communities**

**Wednesday, April 10, 2019 08:00:00 PM (GMT)**

### **United receives honor from the National LGBT Chamber of Commerce (NGLCC) and National Business Inclusion Consortium (NBIC) for industry-leading results**

CHICAGO, April 10, 2019 /PRNewswire/ -- Today, the National LGBT Chamber of Commerce (NGLCC) and the National Business Inclusion Consortium (NBIC) will again honor United Airlines with the "Best-of-the-Best" designation, demonstrating the airline's industry-leading results across all diverse segments and its commitment to building a more diverse economy. The airline will be presented with the honor at the fourth annual Best-of-the-Best Awards Gala in Washington, D.C.

"Connecting people and uniting the world is not only about linking global cultures, it's about demonstrating that investing in inclusivity is what is right in our hearts and right for our business," said Lori Bradley, senior vice president of Global Talent Management at United Airlines. "We are proud of this distinction and are excited about the future of our relationship with NGLCC and NBIC."

United's diversity and inclusion initiatives include efforts to build a more inclusive workplace and customer experience. Through these initiatives, the airline demonstrates its commitment to engaging with and advocating for the LGBT community, people of color, women, veterans, people with disabilities and others. This recognition follows the airline's recent announcement that United became the first U.S. airline to offer non-binary gender options throughout all booking channels in addition to providing the option to select the title "Mx." during booking and in a MileagePlus customer profile. United customers and employees have the option to identify themselves as M(male), F(female), U(undisclosed) or X(unspecified), corresponding with what is indicated on their passports or identification.

"This designation is highly competitive and is bestowed only to corporations that we see constantly striving to strengthen and celebrate diversity," said NGLCC Co-Founder and President Justin Nelson. "These corporations being honored are true leaders in ongoing global commitments to create a better future for all diverse communities in business."

Since receiving the Best-of-the-Best honor in 2018, United has continued to expand its Business Resource Groups (BRGs) across the U.S. and internationally for employees, adding more chapters for LGBT employees and women, as well as establishing a new BRG for employees with disabilities. The airline has also since hosted a record number of Girls in Aviation Day events in locations across the system and continues to lead the industry by employing the highest number of female pilots.

Alongside partner organizations, customers and employees, United will continue working to build the world's most inclusive airline. For more information on United's commitment to diversity and inclusion, visit <https://hub.united.com/diversity-inclusion-fact-sheet/>.

### **Every customer. Every flight. Every day.**

In 2019, United is focusing more than ever on its commitment to its customers, looking at every aspect of its business to ensure that the carrier keeps customers' best interests at the heart of its service. In addition to today's announcement, United recently announced that luxury skincare line Sunday Riley will make products exclusively for United customers to experience in amenity kits, released a re-imagined version of the most downloaded app in the airline industry and made DIRECTV free for every passenger on 211 aircraft, offering more than 100 channels on seat back monitors on more than 30,000 seats.

### **About United**

United's shared purpose is "Connecting People. Uniting the World." We are more focused than ever on our commitment to customers through a series of innovations and improvements designed to help build a great experience: Every customer. Every flight. Every day. Together, United Airlines and United Express operate approximately 4,900 flights a day to 355 airports across five continents. In 2018, United and United Express operated more than 1.7 million flights carrying more than 158 million customers. United is proud to have the world's most comprehensive route network, including U.S. mainland hubs in Chicago, Denver, Houston, Los

Angeles, New York/Newark, San Francisco and Washington, D.C. United operates 779 mainline aircraft and the airline's United Express carriers operate 569 regional aircraft. United is a founding member of Star Alliance, which provides service to 193 countries via 28 member airlines. For more information, visit [united.com](http://united.com), follow @United on Twitter and Instagram or connect on Facebook. The common stock of United's parent, United Continental Holdings, Inc., is traded on the Nasdaq under the symbol "UAL".

☐ View original content to download multimedia: <http://www.prnewswire.com/news-releases/united-airlines-again-receives-best-of-the-best-award-for-commitment-to-diversity-and-inclusion-across-all-communities-300830206.html>

SOURCE United Airlines

**Contacts:** United Airlines Worldwide Media Relations, +1-872-825-8640, [media.relations@united.com](mailto:media.relations@united.com)

**Countries:** United States

**Industries:** Airlines & Aviation, Travel & Tourism

**Languages:** English

**Primary Identifiers:** UAL-US

**Related Identifiers:** UAL-US

**Subjects:** Human Interest Groups