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For Immediate Release

Scoot Searches for the Most Romantic Girl this Valentine's Day

Scoot's Vday campaign questions traditional gender roles in relationships

SINGAPORE, 10 February 2017 – Scoot, Asia/Pacific's best low cost airline^[1], is challenging gender roles this Valentine's Day by asking: *Why can't the ladies do the romancing on this day, as it is his Valentine's Day too?*

Scoot, known for its humourous and quirky marketing style, aims to tell women through this campaign that they do not have to wait for their men to pull off romantic gestures on this day; they can do it themselves – and make Valentine's Day better^[2]. To recognise the enlightened ladies who get that acts of love can go both ways, Scoot is rewarding the 'Most Romantic Girl' in Singapore with a pair of tickets to its newest (and possibly most romantic) destination, Athens! Versions of this campaign have also been launched in Australia and Taiwan.

In its Valentine's Day video series, we see a girl surprising her man with thoughtful gifts from a day of driving his dream car (with his dream girl) to a lightsaber toy complete with a playful sparring fight. After helping the 'Most Unromantic Guy' last year pull off an epic inflight wedding (Singapore's first ever!) for his girl, Scoot wants to now recognise the 'Most Romantic Girl' and give her a well-deserved trip with her man.

Watch the videos here:

<https://www.facebook.com/flyscoot/videos/1314618335264358>

<https://www.facebook.com/flyscoot/videos/1315346998524825>

Jacqueline Loh, Head of Marketing, Product and Ancillary Revenue at Scoot, said, "On Valentine's Day, men are often expected to shower women with gifts and grand gestures, so Scoot wanted to show that it does not always have to be this way, that women can take the initiative! As an airline that enables people to escape the ordinary, we felt that this was an interesting way to get people to think about doing just that this Valentine's Day."

Scoot is also planning to launch a special two-to-go sale on Valentine's Day, for couples to treat themselves to a romantic experience overseas together, instead of spending money on clichéd gifts.

^[1] Scoot was awarded Best Low Cost Airline Asia/Pacific for 2017 in the Airline Excellence Awards by *AirlineRatings.com* for the third year running.

^[2] Source: <http://www.livescience.com/43388-making-valentines-day-better.html>

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About Scoot™

Scoot™, the low-cost, medium-haul arm of the Singapore Airlines Group managed by Budget Aviation Holdings, has carried over seven million guests since taking to the skies in June 2012. The world's first all 787 Dreamliner fleet operates between Singapore and Sydney, Gold Coast, Bangkok, Taipei, Tokyo, Tianjin, Shenyang, Nanjing, Qingdao, Seoul, Hong Kong, Perth, Osaka, Kaohsiung, Hangzhou, Melbourne, Guangzhou, Jeddah, Chennai and Amritsar, and soon to Sapporo, Jaipur, Dalian and Athens. Scoot provides – in addition to fantastic value airfares – a safe, reliable and contemporary travel experience with a unique attitude – Scootitude™. Offering amenities including on-board Wi-Fi Internet connectivity and in-seat power as well as the ability to redeem and accrue Singapore Airlines KrisFlyer miles, Scoot was voted 2015-16 Best Low Cost Airline (Asia/Pacific) by AirlineRatings.com and ranked in the Top 10 of the World's Best Low-Cost Airlines in 2015 by Skytrax. Scoot is passionate about changing the way people travel long distance. Book your tickets at FlyScoot.com or contact our [Call Centre](#). Find out more on FlyScoot.com, Facebook.com/FlyScoot, Instagram.com/FlyScoot or Weibo.com/FlyScoot.

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