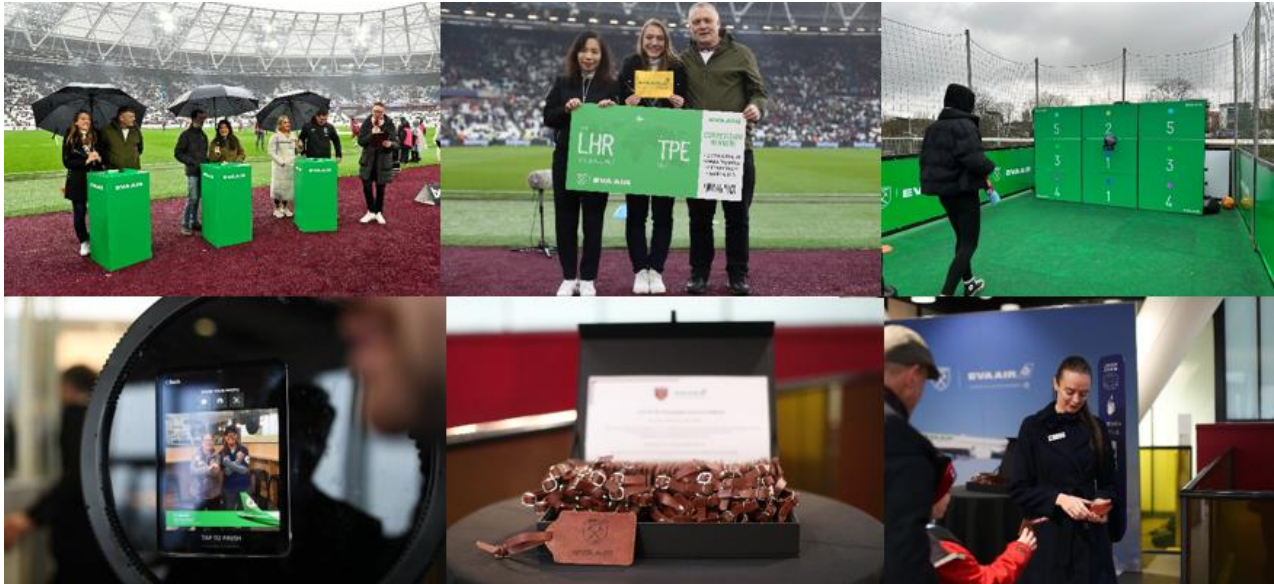




EVA AIR HOSTS ACTIVATION DAY AT LONDON STADIUM FOR WEST HAM UNITED VS BURNLEY MATCH

Match day takeover included 'The Aviation Game', Photography Competition, Precision Wall Game and Branded Luggage Tag Giveaway



[EVA Air](#), Taiwan's leading independent airline, hosted an Activation Day at the London Stadium on 10th March for West Ham United's home game against Burnley. Football fans were treated to an EVA Air match day takeover, including a host of engaging activities, including 'The Aviation Game', EVA Air Photography Competition, EVA Air Precision Wall game and a giveaway of special EVA Air and West Ham United luggage tags.

EVA Air hosted the match day gameshow called 'The Aviation Game', which took place pitch side and gave fans the chance to win a pair of Premium Economy tickets from London Heathrow to either Taipei or Bangkok. Fans were invited to register online prior to the match and four pairs of participants were selected to take part in the game. In the first round of the game, which took place pre-match, participants were asked to create a plasticine model of an EVA Air aircraft within 5 minutes. The models were judged by EVA Air's London Office General Manager, Sarah Wu, with the winning pairs of participants making it through to the second round game, which took place at half time.



During the half-time game the participants took turns to recall as many holiday and travel-related items as possible from a conveyor belt displayed on screens, with the winners receiving a pair of Premium Economy tickets from EVA Air to their choice of either Taipei or Bangkok.

Another activation included a Precision Wall game, which was positioned outside of the stadium, where fans were challenged to kick a ball at numbered panels on the target wall to score as many points as they could within 30 seconds. The top three scorers won match day tickets sponsored by EVA Air.

Those lucky enough to be in the hospitality lounge were treated to 2,500 bespoke luggage tag giveaways, bearing the logos of West Ham United and EVA Air. Additionally there was a photography challenge for fans to take part in to win a pair of Economy class return flight tickets from London Heathrow to either Taipei or Bangkok, with participants taking a GIF photo with an EVA Air filter and sharing it by tagging EVA Air UK and West Ham United and following both on social media.

Ends

About EVA Air:

[EVA Air](#) is a Star Alliance member and is one of 10 [SKYTRAX-rated](#) 5-Star airlines worldwide. It also ranked 7th among the SKYTRAX World's Top 10 Airlines and secured additional spots in SKYTRAX's top 10 for Best Economy Class Onboard Catering, Best Business Class Airlines, World's Best Airline Cabin Cleanliness, World's Best Airport Services and more. [TripAdvisor](#) recognised it among the "[Top 10 Airlines – World](#)" and awarded it top spots in four more categories in its [Travelers' Choice Awards for Airlines](#) while [Travel + Leisure](#) readers ranked it in the [Top-10 International Airlines](#). It won a spot in [Condé Nast Traveler's](#) prestigious [2021 Readers' Choice Awards](#) for the [Top 10 Airlines in the World](#) and also earned a place in [AirlineRatings.com's](#) "[Best of the Best](#)" World's Best Airlines 2021 after similarly high ratings for safety and COVID compliance in January. The carrier was established in 1989 as Taiwan's first privately owned international airline. It is part of the respected Evergreen Group and a sister company to global container-shiping leader Evergreen Line. It flies a fleet of more than 80 Boeing and Airbus aircraft to over 60 international destinations throughout Asia, Oceania, Europe and North America where gateways are Chicago, Houston, Los Angeles, New York, San Francisco, Seattle, Toronto and Vancouver. Travellers can learn more about EVA destinations and schedules or book and buy tickets at www.evaair.com.

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