

TRAVEL AND HOSPITALITY

Wheels Up urges members to "up" caring via CSR flight program

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Wheels Up's teal plane in support of ovarian cancer awareness

By STAFF REPORTS

Private aviator Wheels Up is flying the colors of its charity missions through custom-designed aircrafts that will become part of its fleet indefinitely.

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On Sept. 12, Wheels Up announced the start of its Wheels Up Cares philanthropic initiative that will raise awareness and proceeds for causes important to the aviator and its members. Through Wheels Up Cares the brand will custom design Beechcraft King Air 350i aircraft to represent a specific cause the aviator aligns with to boost awareness in a memorable fashion.

Caring skies

Wheels Up has debuted the first-ever teal Beechcraft King Air 350i aircraft to show its support for the Janet Burros Memorial Foundation during Ovarian Cancer Awareness Month, commemorated each September. Wheels Up was inspired by its members, Janet's son Chet Burros and trustees of the foundation established in Ms. Burros' honor, Mara and Ricky Sanders.

To introduce the teal plane, Wheels Up attended the 19th Ovarian Cancer National Conference held in Washington. Wheels Up was joined by ovarian cancer survivor and advocate Sherry Pollex and her beau, NASCAR driver Martin Truex, Jr., both of whom are partners with the aviator's philanthropic effort.



Wheels Up's Beechcraft King Air 350i fleet

During September Wheels Up has pledged a portion of membership fees to Janet Burros Memorial Foundation. Proceeds from the Wheels Up Teal Plane will be donated to the Ovarian Cancer Research Fund Alliance.

"Just as Wheels Up has transformed private aviation, we set out to create an innovative way to inspire others to support great causes and up' the way they care," said Kenny Dichter, CEO of Wheels Up, in a statement.

"We are a company with social responsibility, and this effort reflects our commitment, and that of our members, to help make the world a better, safer and healthier place," he said. "It's rewarding to see the impact that the Wheels Up Cares aircraft have on the tarmac and in the air, flying from city to city to generate awareness for important causes all year long."

Wheels Up's teal ovarian cancer awareness aircraft joins the aviator's pink Beechcraft King Air 350i. This particular aircraft raises awareness of breast cancer in support the Dubin Breast Cancer Center of the Tisch Cancer Institute at Mount Sinai medical center in New York ([see story](#)).

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