

# Star-studded new British Airways safety video adds comic relief

In a new and entertaining pre-flight safety video, British Airways spreads important safety messages, while boosting fundraising for Flying Start - the charity partnership between British Airways and Comic Relief.

Launching in September 2017, the new safety video sees top celebrities including Gordon Ramsay, Rob Brydon, Sir Ian McKellen and Thandie Newton, auditioning in humorous sketches in front of comedian, Asim Chaudhry, as his *People Just Do Nothing* character Chabuddy G, for a coveted part in the safety video, while simultaneously demonstrating the safety features and procedures on the aircraft.

In a characteristic section at the end of the video, Rowan Atkinson comically fumbles around his seat for loose change to place in a [Flying Start](#) envelope - which are available to customers on flights to enable them to make donations to [Comic Relief](#).

"It's extremely important to us that customers engage with our safety video, and involving some of the nation's most well-known personalities has given us the chance to create something fun that we hope people will watch from start to finish - and remember," said Alex Cruz, British Airways' chairman and CEO.

"We've worked with Comic Relief since 2010 and our customers have already helped us generate £16.5m for great causes. We hope the new video will enable us to exceed our goal of raising £20m by 2020," continued Cruz.

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