CATHAY CELEBRATES 80 YEARS TOGETHER WITH THE COMMUNITY

News / Airlines

Marking its 80th anniversary in 2026, Cathay was excited to announce new community initiatives and partnerships, deepening its longstanding commitment to being a positive force for the communities it serves. The announcement coincided with the first two consecutive Aviation Explorer Days of the year, as part of Cathay's flagship youth development programme I Can Fly.

Celebrating 80 years together with the community, Cathay aims to uplift 80,000 lives in 2026 through an expanded range of community programmes built around youth development, sports, and arts and culture. Two new community partnerships — with Rugby For Good and HandsOn Hong Kong — were unveiled at a launch event hosted by Cathay Chief Customer and Commercial Officer Lavinia Lau, with Director of Social Welfare of the Hong Kong SAR Government Edward To as Guest of Honour. Representatives from other non-profit organisations were also among the distinguished guests.

Director of Social Welfare Edward To stated: "As Hong Kong's leading airline, Cathay has been deeply committed to giving back to the community — a commitment that carries even greater

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significance as it celebrates its 80th anniversary. Over the years, Cathay has actively fulfilled its corporate social responsibility, from community engagement to environmental stewardship to youth development. The Group’s volunteer team has also long been serving the community, setting a prime example of corporate citizenship.Today, we are here to witness the launch of Cathay’s community initiatives for 2026, which are expected to uplift more than 80,000 lives in Hong Kong, with a focus on youth development. I would like to express my heartfelt gratitude to Cathay for its continued support of the Strive and Rise Programme. Across the programme’s three cohorts, Cathay has organised more than 45 thoughtfully curated activities, enabling around 4,000 participants to gain deeper insights into the aviation industry and inspiring them to explore boldly and broaden their horizons. With a new line-up of diverse initiatives on the way, Cathay will continue to provide young people with knowledge, inspiration and opportunities to realise their full potential.”

Cathay’s Lavinia Lau commented: “For 80 years, Cathay has been on a shared journey with our home city, Hong Kong, navigating challenges, embracing change and growing together. As we mark this milestone, we remain committed to being a force of positivity for the community. Our new partnerships with Rugby For Hong Kong and HandsOn Hong Kong reflect our dedication to empowering people and creating meaningful, lasting impact. Together with our partners, we look forward to uplifting 80,000 lives this year as we continue to move people forward in life.”

In collaboration with Rugby For Good, Cathay will launch the Cathay GET, SET, MOVE programme to engage primary and secondary school students through rugby?based activities that foster mental and physical wellbeing. Meanwhile, Cathay and HandsOn Hong Kong will join forces to support year?round volunteer efforts for charities across Hong Kong, encouraging more people and Cathay volunteers to participate in community service.

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In addition to the newly announced partnerships, the event also saw the launch of the 2026 edition of the Cathay I Can Fly programme, kicking off a host of aviation-themed activities with this year’s first two consecutive Aviation Explorer Days held across the weekend. Organised with the support of the Hong Kong SAR Government’s Strive and Rise programme and various community partners, the event welcomed some 800 students, giving them an unforgettable opportunity to explore the fascinating world of aviation. Supported by more than 50 volunteers from across the Group, participants toured Cathay City and took part in sharing sessions, interacting with Cathay pilots, cabin crew and employees. These experiences offered insights into the diverse career pathways within aviation and helped inspire students to explore future opportunities in the industry.

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Throughout 2026, Cathay will continue to roll out a series of activities centred on Education, Discovery and Exploration under the I Can Fly programme. These include three Aviation Explorer Day weekends held across the year; the I Can Fly Youth Academy in July and August, taking students to Hong Kong, the Chinese Mainland and Adelaide for immersive aviation experiences; and the Discovery Flight in September, which coincides with Cathay's birthday month.

Launched in 2003, the I Can Fly programme is among a wide range of initiatives Cathay champions to promote youth development. More than 4,400 students have graduated from the programme since its inception, with many going on to pursue careers in aviation, demonstrating the programme's success in shaping futures and creating opportunities.

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