

# American Airlines celebrates Black History Month in the US

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American Airlines is hosting numerous events and initiatives this month to celebrate Black History Month in the US.

The carrier says that in 2022, American Airlines' products and services in its Flagship Lounges, in-flight dining and entertainment offerings also aim to better connect with Black travellers.

Customers can now tune into the "American Black Film Festival" channel via the airline's in-flight entertainment, with short film and documentary channel launches in February including films such as Not Just a Name, Postmate, Code Switch and Descended from the Promised Land: The Legacy of Black Wall Street. The airline will also continue to add more films throughout the year.

According to the carrier, it has sponsored the American Black Film Festival for more than 20 years. Its Black History Month in-flight entertainment channel is curated by the airline's Black Professional Network Employee Business Resource Group that pays tribute to timeless films such as Selma, Moonlight and The Princess and the Frog.

American Airlines will also be offering a new domestic first class dining experience featuring brands rooted in diversity such as Partake. On the ground, the airline is working with top chefs such as Tiffany Derry to create menus for its Flagship Lounge and Flagship First Dining at Dallas Fort Worth International Airport.

Derry will create menu items with a high-end twist to her family's classic southern recipes in partnership with the James Beard Foundation, an organisation with a mission to celebrate, support and elevate the people behind America's food culture and champion a standard of good food anchored in talent, equity and sustainability.

