

PRESS RELEASE

EADS' GERMAN PUPILS' COMPETITION IDEENFLUG IS SELECTED FOR THE FOX AWARD IN GOLD

Europe's leading aerospace group EADS supports school education in STEM fields (science, technology, engineering, and mathematics) / The jury commends the high quality and age-based implementation of communication media around the competition and the „demonstrably intense dialogue“

Munich/Dresden, 06/25/2013 – EADS' German pupils' competition Ideenflug has been selected for the FOX AWARD 2013 in Gold. It was awarded for its high quality media which include a website and a Facebook account as well as teacher handout. The jury of the corporate publishing award commended the „demonstrably intense dialogue“ which the competition initiated.

EADS' Ideenflug is now running for the fourth time. Pupils from all over Germany are participating with their ideas for the future of aerospace. Ideenflug is a competition in which pupils work together, it focusses on team spirit and on inventive talent, on exploring and experimenting.

The FOX AWARD jury said: „EADS' project Ideenflug sparks the interest in technology and natural sciences in secondary school pupils aged 12 to 18. It promotes ideas via a competition which is accompanied by various communication media. The complex approach and the high quality and age-based implementation make a remarkable impact.“

The FOX AWARDS are assigned by the media portal CP-Wissen. They award especially efficient media formats in the field of corporate publishing. A jury consisting of experts from science institutions, agencies, companies, and editorial departments evaluates the submissions' efficiency following a 12-point-system. Around 360 projects were submitted in total. Among others, the criteria are quality of content, expertise in dialogue and approaches to generating procreation.

More information: www.eads-ideenflug.de, www.facebook.com/EADSIdeenflug,
www.foxawards.de/gewinner-2013.html

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About Ideenflug:

Ideenflug is a national German pupils' competition which was initiated four years ago by EADS. The competition is implemented by the German publishing house jungvornweg. The goal of the partner EADS and jungvornweg is to wake the pupils' interest in technology, computer sciences and natural sciences and to convey the fascination of aerospace.

Über EADS:

EADS is a global leader in aerospace, defence and related services. In 2012, the Group – comprising Airbus, Astrium, Cassidian and Eurocopter – generated revenues of € 56.5 billion and employed a workforce of over 140,000.

About jungvornweg:

The young venture jungvornweg (www.facebook.com/jungvornweg) specializes in contemporary communication for children and youths. It is committed to quality, authenticity and closeness to the reader. The publishing house organizes EADS' pupils' competition Ideenflug.
