



# Lufthansa



## **FOR IMMEDIATE RELEASE:**

### **LUFTHANSA TEAMS UP WITH VIRTUOSO® TO PROVIDE TRIP OF A LIFETIME FOR “EXTREME MAKEOVER: HOME EDITION” FAMILY**

**NEW YORK (May 18, 2009)** – When leading luxury travel network, Virtuoso®, offered to send a deserving father and his three sons to Paris for the season finale episode of “Extreme Makeover: Home Edition,” they selected Lufthansa to provide air transportation to Europe for this trip of a lifetime. During the episode, which aired on Sunday, May 17, an audience of 13 million viewers in 66 countries watched as the McFarland family of Indianapolis was whisked away on an enriching getaway, an escape worthy of father Bernard McFarland, who is proudly raising his sons to appreciate arts, culture and education. For a family who had never before had the opportunity to take a vacation, let alone to a cultural epicenter like Paris at the hands of some of the most powerful luxury travel organizations in the world, this was an experience unlike any other.

While host Ty Pennington and his crew began demolishing their dilapidated home, the McFarlands were flown to Paris in style via **Lufthansa’s** Business-Class service and escorted to the historic InterContinental Paris-Le Grand Hotel upon arrival, where they received accommodation in the Presidential Suite. EuroPanache, a Paris-based tour company, arranged exclusive insider experiences for the family throughout their six-day stay, including a private, behind-the-scenes tour of the infamous Eiffel Tower, a boat ride along the scenic Seine River and an “Black Heritage Walking Tour” depicting the rich history of African-Americans in Paris. As a father and mentor, Bernard has been teaching his sons and other children within his community that they can see the world and rise above challenges through books, though not withstanding first-hand experiences.

Matthew D. Upchurch, CEO of Virtuoso, said, “We at Virtuoso were thrilled to provide this family with an experience that they would never forget and the contributions of Lufthansa were invaluable in our efforts to do that for the McFarlands. I am continually inspired by and proud of the tremendous generosity of spirit within the travel industry, and within our network in particular.”

**For more information on the McFarland’s trip, visit [www.virtuoso.com](http://www.virtuoso.com).**

#### **About Lufthansa**

One of the world’s largest airlines, Lufthansa flies to some 206 destinations in 78 countries. Together with its Star Alliance partners, Lufthansa offers connections to 916 destinations in more than 160 countries and access to over 660 lounges worldwide. Lufthansa operates one of the most extensive trans-Atlantic route networks, with 266 weekly flights from its 22 North American gateways. With 15 aircraft on order, Lufthansa is the largest European operator of the fuel-efficient Airbus A380. It is also the launch customer for the new Boeing 747-8, with first deliveries in 2010. Currently, Lufthansa has 170 aircraft worth more than \$20 billion USD on order.

### **About Virtuoso**

Virtuoso® is the industry's leading luxury travel network. This by-invitation-only organization comprises over 300 agencies with more than 6,000 elite travel specialists in 22 countries in North and South America, the Caribbean, Australia and New Zealand, as well as over 1,200 of the world's best travel providers and premier destinations. The network's member agencies generate over \$5.1 billion annually in travel sales, making the group the most powerful in the luxury travel segment. Their relationships with the finest travel companies provide the network's affluent clientele with exclusive amenities, rare experiences and privileged access. Virtuoso is the exclusive network of travel services and benefits provided by MasterCard® for participating World Elite MasterCard® programs. For more information, please visit [www.virtuoso.com](http://www.virtuoso.com).

### **About "Extreme Makeover: Home Edition"**

The Emmy award winning reality program "Extreme Makeover: Home Edition," now in its 6th season, is produced by Endemol USA, a division of Endemol Holding. It's executive-produced by Anthony Dominici. David Goldberg is Chairman, Endemol North America. The show airs Sundays from 8:00-9:00 p.m., ET on ABC.

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