



ROYAL BENGAL AIRLINE

PRESS RELEASE

**FOR IMMEDIATE USE:
13/05/2007**

-Start-

The Royal Bengal Airline flies into the heart of the community during the Boishaki Mela

The Boishaki Mela drew hundreds of thousands of people all around the globe to Brick Lane on the 13th May 2007. The wet weather did not dampen the spirit and excitement of the event where people listened to the live music hosted by Channel S, tantalised their taste buds with an array of cultural dishes that was on offer, experienced the vast range of Bengali traditions and met up with old friends and family. The climax of the event was a true fusion of culture and tradition explored through fashion, food, music and arts.

Royal Bengal Airline was a Major sponsor of the event broadcast live on Channel S and ATN Bangla, where a global audience of more than 2.5 million viewed the event. Royal Bengal Airline head office in Hanbury Street (off Brick Lane), was open to the public for the first time where swarms of people flocked the premises to find out more about this unique airline venture and to meet the pioneers in person!

Heron Miah, Vice Chairman of Royal Bengal Airline was at the event. "its fantastic to see so many people from different backgrounds attending the event and it was great to see that the weather did not get in the way of the celebrations".

Goffar Miah, one of the directors of the company said "thank you for all the kind comments given to us at our office. Our head office will be opening soon; the work in the office will start as soon as the work had been completed in our Travel Shop on 617 Romford Rd, East London." The work in the office is planned to be completed in phase with the domestic and regional launch of Royal Bengal Airline; weather permitting.

Royal Bengal Airline will also like to thank the Boishaki Mela trust, Channel S and Unique Event for their help and support during the Mela

For further information on the airline go to www.royalbengalairline.com or contact the London office at [T] +44 (0) 20 8514 4744 [E] contact@royalbengalairline.com

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Notes to Editors:

For further enquiries please contact the Royal Bengal Airline team

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Royal Bengal Airline is a trading name of R B Airline UK Ltd (Company reg: 5831583) and Aviana Airways Ltd (Bangladesh).

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