

## CAL pulls ad after incomplete map of Guyana published

CARIBBEAN Airlines (CAL) has launched an investigation into how an advertisement featuring an incomplete map of Guyana was published in its inflight magazine, *Caribbean Beat*.

The airline said yesterday it had removed the ad from the magazine's online edition and had also taken steps to update the printed copies, replacing them with versions that omit the advertisement.

In the May/June edition of *Caribbean Beat*, Caribbean Airlines advertised its upcoming 5K race, which will take place simultaneously in eight territories across the region.

However, the map of Guyana included in the advertisement excluded the New River Triangle, a disputed area between Guyana and Suriname located in Guyana's East Berbice-Corentyne region. Caribbean Airlines apologised for the error.

'Caribbean Airlines extends its sincere and unreserved apology for an error in a recent advertisement published in its magazine, which inadvertently featured an incomplete map of Guyana,' it stated.

'The airline recognises 83,000 square miles to be the map of Guyana and deeply regrets what occurred and understands the concern it has caused, particularly among its valued Guyanese customers and stakeholders,' Caribbean Airlines stated.

Caribbean Airlines said it holds the highest regard for the sovereignty and territorial integrity of all nations it serves, and fully recognises the significance of national symbols, including maps, to the people of Guyana.

'This error was entirely unintentional and does not reflect the views or values of the company. Caribbean Airlines is a proud regional airline, and is firmly committed to fostering unity, respect, and mutual understanding across the Caribbean,' it stated.

'The airline has taken immediate steps to investigate how this occurred and to ensure that stronger internal review processes are in place to prevent any recurrence,' Caribbean Airlines stated.

Caribbean Airlines also thanked its stakeholders and the people of Guyana for their continued support, patience, and understanding.

'The loyalty and trust of its stakeholders is integral to the airline which will continue to serve its communities with the care, respect, and dedication they deserve,' it stated.

Caribbean yesterday said it had also taken corrective action.

'Caribbean Airlines advises that a recent advertisement published in its magazine featuring an incomplete map of Guyana has been removed from its online publications,' it stated.

'The airline has also taken steps to update the printed copies of the magazine and replace same with the ad removed. Caribbean Airlines thanks all stakeholders for their continued support and understanding,' Caribbean Airlines stated.

The situation comes at a time when Guyana is facing renewed territorial claims from Venezuela.