

**News Release**  
**May 28, 2025**

## **St. John's International Airport Celebrates National AccessAbility Week**

ST. JOHN'S, NL – The St. John's International Airport Authority (SJIAA) is proud to celebrate National AccessAbility Week 2025 by launching two new accessibility offerings. National AccessAbility Week is designed to offer a meaningful opportunity to explore accessibility and inclusion and reaffirm a shared commitment to building a more inclusive society.

The Hidden Disabilities Sunflower is a simple tool for passengers to voluntarily share the presence of a disability or condition that may not be immediately apparent and that you may require extra assistance. In the coming weeks, lanyards, pins, and badges will be available at airline check-in counters, the Visitor Information Centre, and the Security Operations Centre. Items can also be mailed to passengers in advance of their travel.

SJIAA has also installed multiple inductive hearing loops to assist passengers with hearing aids. This loop provides a magnetic, wireless signal that is broadcasted directly to hearing aids with a T-Coil and assists in louder environments. The first phase of installation included airline check-in counters and the Visitor Information Centre.

"National AccessAbility Week is a meaningful opportunity to demonstrate our commitment of ensuring all passengers have access to safe, efficient, and equitable air travel," said Dennis Hogan, Chief Executive Officer, St. John's International Airport Authority. "We're proud to officially launch two key initiatives this week that we believe will enhance the passenger experience and offer travellers more choice and comfort as they move through the airport."

"The Autism Society is proud of its partnership with the St. John's International Airport Authority," said Paul Walsh, Chief Executive Officer, Autism Society of Newfoundland and Labrador. "From the social narrative on the airport's website to the initiatives announced today, the Airport Authority continues to build a welcoming and accessible space for all persons regardless of their life experience or particular needs. We thank the Airport Authority for taking the time to meet with community, to recognize the need to hear from lived experience, and to being open to any and all input. Great things happen when we work together."

"The Canadian Hard of Hearing Association – Newfoundland and Labrador (CCHA-NL) applauds the St. John's International Airport Authority with taking the initiative to install inductive hearing loops at various service points of the of the airport," said Leon Mills, Executive Director, CHHA-NL. "If a traveller has a hearing aid with a T-Coil, then they'll be able to turn it on to be better hear the conversation at that service point."

"The Coalition of Persons with Disabilities – Newfoundland and Labrador commends the St. John's International Airport Authority for adopting the Hidden Disabilities Sunflower program," said Nancy Reid, Executive Director, Coalition of Persons with Disabilities – Newfoundland and Labrador. "This initiative offers a simple yet effective way to create a more inclusive and accessible travel experience. By recognizing the Sunflower lanyard, airport staff can better connect with travelers who may need assistance, ensuring they are supported with dignity and understanding."

SJIAA recognizes that an essential part of ensuring an inclusive society is an ongoing commitment to identifying, removing, and preventing barriers, and in 2024, adopted a robust [three-year accessibility plan](#) which serves as a roadmap for the organization, its employees, partners, and stakeholders.

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#### **ABOUT THE ST. JOHN'S INTERNATIONAL AIRPORT AUTHORITY**

Recognized as a Top Employer in Atlantic Canada in both 2024 and 2025, the St. John's International Airport Authority (SJIAA) is a private, not-for-profit, non-share capital corporation that oversees the safe and efficient movement of people and goods at Newfoundland and Labrador's premier air transportation gateway. Our mission is to proudly connect Newfoundland and Labrador with the world.

SJIAA was recently honoured with the 2024 Airport Service Quality (ASQ) award for Best Airport Under 2 Million Passengers in North America, a prestigious recognition that highlights our ongoing commitment to delivering an exceptional airport experience for passengers and for fostering economic growth and social well-being in the communities we serve.