

Edgar Filing: RYANAIR HOLDINGS PLC - Form 6-K

RYANAIR HOLDINGS PLC  
Form 6-K  
December 16, 2003

SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 20549

FORM 6-K

Report of Foreign Private Issuer

Pursuant to Rule 13a-16 or 15d-16  
of the Securities Exchange Act of 1934

For the month of December 2003

RYANAIR HOLDINGS PLC  
(Translation of registrant's name into English)

c/o Ryanair Ltd Corporate Head Office  
Dublin Airport  
County Dublin Ireland  
(Address of principal executive offices)

Indicate by check mark whether the registrant files or will file annual reports under cover Form 20-F or Form 40-F.

Form 20-F..X.. Form 40-F.....

Indicate by check mark whether the registrant by furnishing the information contained in this Form is also thereby furnishing the information to the Commission pursuant to Rule 12g3-2(b) under the Securities Exchange Act of 1934.

Yes ..... No ..X..

If "Yes" is marked, indicate below the file number assigned to the registrant in connection with Rule 12g3-2(b): 82- \_\_\_\_\_

RYANAIR CELEBRATES 100 YEARS OF POWERED FLIGHT  
100,000 SEATS AT 1903 PRICES!  
FLY FOR JUST 10 SHILLINGS!

Ryanair, Europe's No.1 low fares airline, today (16th Dec 03) announced 100,000 Seats at 1903 prices of just 10 shillings (50p) (inc taxes) to celebrate 100 years of powered flight on 17th December 03. The special celebration of the achievements of Orville & Wilbur Wright will be available on 75 of Ryanair's routes throughout Europe and passengers wanting to grab a bargain and share in the celebration can book on Wednesday 17th December 03 only- the 100th anniversary of the Wright Brothers first ever powered flight.

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"Announcing the celebration, Ryanair's Deputy Chief Executive, Michael Cawley said:

"100 years ago tomorrow, Orville & Wilbur Wright took to the skies in the world's first-ever powered flight. Little did they know they would be changing the way people travel forever. In Europe, Ryanair have carried on that pioneering spirit, and continue to revolutionise air travel by making it affordable to millions of ordinary consumers.

"Today flying with Ryanair can be cheaper than a taxi to the airport, and we think it is a fitting tribute to Orville & Wilbur to continue what they started, and to celebrate 100 years of powered flight with 100,000 seats at the 1903 equivalent of Ryanair's average fare of GBP32, which means prices of 10 x shillings (50p) (inc. taxes)!

"This special celebration offer is available for booking on 17th December 03 ONLY exclusively at [www.ryanair.com](http://www.ryanair.com) and is available for travel throughout January 2004. Join in the celebration and grab a bargain at 1903 prices!"

Ends 16th December 2003

For further information:

Paul Fitzsimmons - Ryanair  
Tel: 00 353 1 812 1228

Pauline McAlester - Murray Consultants  
Tel: 00 353 1 4980 300

Notes:

Booking period:17th December 2003

Travel Period:1-31st January 2004

Applicable days:Travel on Tuesdays -Thursdays only

Routes: On 75 Ryanair routes - see [www.ryanair.com](http://www.ryanair.com) for details

Subject to availability, terms & conditions apply.

### SIGNATURES

Pursuant to the requirements of the Securities Exchange Act of 1934, the Registrant has duly caused this report to be signed on its behalf by the undersigned, hereunto duly authorized.

RYANAIR HOLDINGS PLC

Date: 16 December 2003

By:\_\_\_/s/ Howard Millar\_\_\_

H Millar  
Company Secretary & Finance Director