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New Program Gives Light to Hidden Disabilities

DEN Welcomes Sunflower Lanyard Program to Support Passengers

DENVER – May 9, 2022 – Traveling can be perplexing for many people with varied abilities. Passengers with cognitive, developmental (hidden) disabilities may get confused, lost, or simply need a little extra time in a large airport like Denver International Airport (DEN).

To support passengers with hidden disabilities, DEN has partnered with the Hidden Disabilities Sunflower organization to the Sunflower Lanyard program at the airport. The Sunflower Lanyard first started at Gatwick Airport in Great Britain, today more than 140 airports across the world are now also participating in the program. The green lanyard with sunflowers discreetly signals that the wearer, or a member in the group, has an invisible disability.

“The Sunflower Lanyard program embodies two of Vision 100’s guiding principles: equity, diversity and inclusion and enhancing the customer experience,” said DEN CEO Phil Washington. “By implementing this program, we can better support our passengers who may need more assistance while on their journey through DEN and help make their travel experience more comfortable and enjoyable.”

Travelers, travel care companions, and care partners can obtain a Sunflower Lanyard from a DEN Ambassador or a Customer Service Agent at any of the four customer service information booths at DEN, located in the terminal and in the center of each concourse.

There are no prerequisites for asking for or wearing the Hidden Disabilities Sunflower-branded lanyard. By wearing the lanyard, DEN team members can be signaled that a person has a hidden disability and may need extra support getting through the airport.

To additionally support passengers with hidden disabilities, Sunflower decals have been strategically placed throughout DEN and serve as a safe place passengers can wait until help arrives.

Invisible disabilities, or hidden disabilities, is a term used for people who have a disability that is not visibly apparent or obvious. Examples include dementia, autism, hearing loss, brain injury, Parkinson’s disease, speech difficulties, visual limitations, general aging-related decline, asthma, COPD, chronic illnesses such as renal failure, diabetes, multiple sclerosis, and more.

[Click here](#) to learn more about hidden disabilities and the Sunflower Program.

Denver International Airport is the third-busiest airport in the world. DEN is the primary economic engine for the state of Colorado, generating more than \$33 billion for the region annually. For more information visit www.FlyDenver.com, check us out on [YouTube](#) and [Instagram](#), like us on [Facebook](#) and follow us on [Twitter](#).