

RYANAIR HOLDINGS PLC  
Form 6-K  
October 29, 2008

**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 October, 2008

**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 LAUNCHES  
STERLING  
RESCUE FARE**

\*

Ryanair, Europe's leading low fares airline, today (Wednesday, 29th October 2008), launched a €100 rescue fare for Sterling passengers who may have been left stranded by the bankruptcy of the Nordic airline yesterday. This fare applies to flights returning to Aarhus, Billund, Gothenburg, Oslo (Torp) and Stockholm (Skavsta).

Ryanair also pledged to assist with the repatriation of passengers who may be caught up in any future airline collapse as it advised passengers that the best way to ensure travel plans are protected is to travel only with financially secure airlines.

Ryanair's

rescue fare  
can be booked  
via the Ryanair website at (  
[www.ryanair.com/member/sterlingrescuefare.html](http://www.ryanair.com/member/sterlingrescuefare.html)

)

until  
Wednesday, 5  
th

November,

and applies to  
stranded Sterling  
passengers only

Speaking  
today,  
Ryanair's  
Stephen McNamara  
said

:

"

*Sterling  
today failed it passengers by leaving them  
stranded thousands of miles from home  
. This underlines the  
risk  
of flying with an airline that is not financially stable and is unable to guarantee its survival in tough  
economic times.*

"

*Ryanair will help  
these stranded passengers  
return  
home  
as we launched  
our  
Sterling Rescue  
Fare. This fare can be booked  
from today  
until 5  
th  
November  
for travel  
on our  
Scandinavian*

*routes  
up to the  
7  
th  
November*

.

*Ryanair has the biggest route network in Europe making it easier  
for stranded  
Sterling  
passengers  
to find a  
local  
airport and  
return home.*

"

*Sterling passengers can book their trip back home for only €100 including taxes and charges*

*This  
rescue fare can be booked  
via  
[www.ryanair.com](http://www.ryanair.com)*

*until Wednesday night, 5<sup>th</sup>  
November*

*"  
Ryanair*

*strongly advises all passengers to book  
airfares only with financially stable airlines. By booking with Ryanair you will secure the  
guaranteed  
lowest fares and  
no fuel surcharges and can be sure that  
Ryanair  
will still be flying when your flight date arrives.  
With over €2billion in cash reserves Ryanair  
is  
one of the most financially robust airlines in Europe*

*"*

*.*

*\*  
This fare must be booked via  
[www.ryanair.com/member/sterlingrescuefare.html](http://www.ryanair.com/member/sterlingrescuefare.html)*

*and passengers  
must quote their  
Sterling  
booking ref  
erence  
and bring  
the same  
for verification at the airport check-in point.  
Passengers  
who arrive to check-in without  
their  
Sterling  
booking reference can  
not be accepted for travel.*

*Ends.*

Wednesday, 29  
th  
October,  
2008

**For further information:**

**Stephen McNamara**

**Pauline McAlester**  
**Ryanair**

**Murray Consultants**  
**Tel: 00 353 1 812 1**  
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**Tel: 00 353 1 4980 300**

**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: 29 October, 2008

By:\_\_\_/s/ James Callaghan\_\_\_

James Callaghan  
Company Secretary & Finance Director