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United Airlines Skewered Online As Stock Value Rebounds

April 12, 2017

NEW YORK – The consequences of Monday's [forceful removal of a passenger](#) from a United Airlines plane continue to rain down on the airline in the form of public backlash, accusations of racism and stinging internet memes.

While CEO Oscar Munoz struggled through [three attempts](#) to strike the right tone in his public statements, United Airlines was being [skewered on Twitter](#) and [roasted by late night comedians](#) such as Jimmy Kimmel. Some customers posted online photos and video of themselves [cutting up their United Airlines branded credit cards](#).

Meanwhile in Asia the incident is [being viewed as an example of discrimination](#) against Asians, prompting calls for a boycott in Vietnam, criticism from Chinese state-run media, and public outrage on social media.

Despite the widespread outrage, the PR maelstrom may not affect the company's bottom line; after a 1% stock drop Tuesday, shares of United Continental Holdings [opened Wednesday .15% above Monday's close](#).

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Jimmy Kimmel Slams United Airlines With Fake Ad (Watch)

Sarah Ahern 1 week ago

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Chron 4/11/2017
Twitter users hit United Airlines with memes after passenger violently dragged...

Variety 4/11/2017
Jimmy Kimmel Slams United Airlines With Fake Ad (Watch)

CNN cnn 4/12/2017
Travelers are so angry they're cutting up their United cards

Los Angeles Times 4/11/2017
In China, the United Airlines incident unleashes frustration

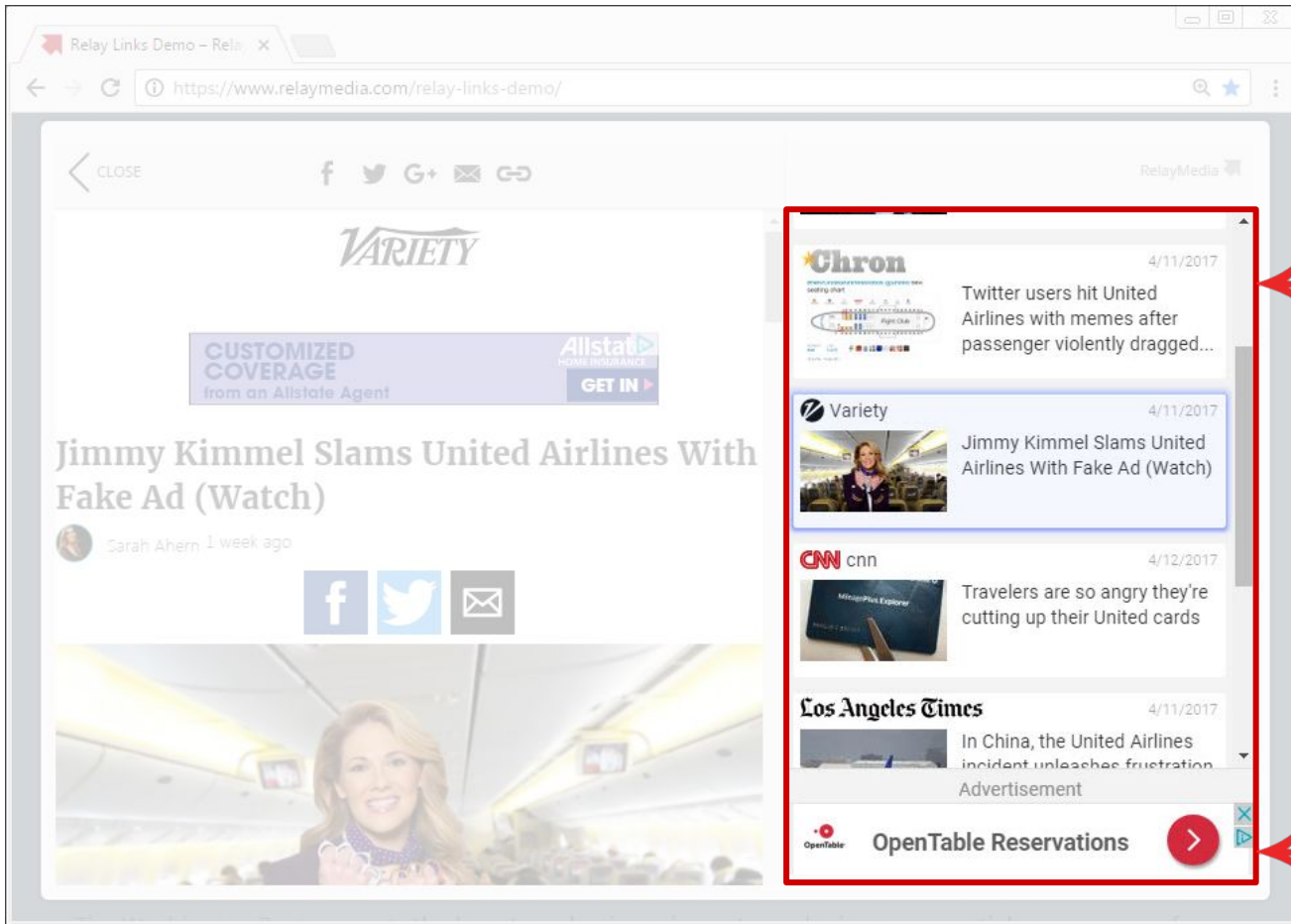
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The screenshot shows a web browser window with the URL <https://www.relaymedia.com/relay-links-demo/>. The page content is framed by a red border. At the top of the page is the **VARIETY** logo. Below it is a purple advertisement for Allstate Home Insurance with the text "CUSTOMIZED COVERAGE from an Allstate Agent" and a "GET IN" button. The main headline reads "Jimmy Kimmel Slams United Airlines With Fake Ad (Watch)". Below the headline is a small profile picture of Sarah Ahern and the text "Sarah Ahern 1 week ago". There are social media sharing icons for Facebook, Twitter, and Email. Below these is a video player showing a woman smiling in an airport terminal. To the right of the main content is a sidebar with several article cards: "Chron" (4/11/2017) about Twitter users hitting United Airlines with memes; "Variety" (4/11/2017) about Jimmy Kimmel's video; "CNN" (4/12/2017) about angry travelers cutting up United cards; and "Los Angeles Times" (4/11/2017) about the incident in China. At the bottom of the sidebar is an "OpenTable Reservations" button.



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The Daily Dot

The Daily Dot Bazaar

Screw the Unicorn Frappuccino: give your loved one unicorn roses

Colette Bennett—2017-04-26 01:07 pm | Last updated 2017-04-26 01:08 pm

Photos via FTI (Fair Use) Remix by Jason Reed

Bonus: these don't taste like crap.

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