

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

)
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*

*until Wednesday night, 5th
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*

*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:

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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