



AIR CANADA

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Mr. Lube and Castrol Support Aeroplan Beyond Miles Program

VANCOUVER and TORONTO, June 10 /CNW/ - Mr. Lube Canada and Castrol have partnered with Aeroplan in support of the Aeroplan Beyond Miles Program and Air Canada Kids' Horizons. What started as a national promotion between the two partners quickly evolved to include a national community initiative to raise Aeroplan Miles to support this important program.

"Mr. Lube is excited to be partnering with Castrol and Aeroplan on this local initiative," says Paul Healey, President & CEO, Mr. Lube Canada. "Our local approach to this communication strategy is designed to drive awareness of the campaign and traffic to our stores. By reinforcing Mr. Lube Canada and the Mr. Lube Foundation's position as strong members of the community we expect to raise 500,000 Aeroplan Miles for the Beyond Miles Program on behalf of Mr. Lube, Castrol and Aeroplan."

With every Castrol oil change, 1.25 Aeroplan Miles will be donated through the Aeroplan Beyond Miles Program, to Air Canada Kids' Horizons - enabling children to access medical care not available in their community or to make their wishes come true. To support the initiative, Mr. Lube has created a grassroots campaign which includes e-mail communication from Mr. Lube Canada, Castrol and Aeroplan to their loyalty members, and social media networking activities including pages on Facebook. A public Facebook group entitled "Drive In. Fly Out. Help donate Aeroplan Miles to Kids' Horizons" has been created to communicate the efforts of the partners. After only one week, the group's membership is increasing and driving awareness in all local markets.

"Wakefield is committed to positive community involvement, and our team is honoured to be supporting such an important cause with our valued partners, Mr Lube and Aeroplan. Particularly in a challenging environment, we believe Mr Lube and Castrol customers will strongly support this initiative and help to make a difference in our communities," notes Bob MacDonald, President, Wakefield Canada.

"Air Canada Kids' Horizons is all about kids." The Hospital Transportation Program is one initiative that makes up the Kids' Horizons program. It enables children to access medical facilities outside their communities to get the medical care they need. We provide thousands of airline seats each year to help sick children or to make their dream come true. For the children and their families, the cost of air travel is an additional burden posing serious economic and emotional hardship and we are pleased to be able to offer a moment of happiness in an otherwise difficult time," says, Micheline Villeneuve, Kids' Horizons Manager. "The partnership with Mr. Lube, Castrol and Aeroplan offers Canadian consumers the opportunity to support their local communities. By visiting a Mr. Lube and purchase a Castrol oil product, their contribution is realized immediately."

About Mr. Lube Canada

Mr. Lube Canada is a leader in the automotive routine maintenance service category with 99 locations across Canada. Founded in 1976, Mr. Lube Canada has served over 33 million customers in its 33 year history. Headquartered in Delta, BC, the company also has a regional office in Mississauga, Ontario to support its national franchise network. For more information visit www.mrlube.com

About Wakefield Canada Inc.

Based in Toronto, Wakefield Canada, the country's exclusive marketer and distributor of Castrol lubricants, is a Canadian owned and operated company. On July 1, 2009 Wakefield Canada celebrates its fourth anniversary as the source for the category leading Castrol brand in every region of Canada.

About Aeroplan Beyond Miles

The Beyond Miles program invites Aeroplan members to join us in supporting eight Canadian charitable organizations through the donation of Aeroplan Miles including: Earth Day Canada, Engineers Without Borders-Canada, Médecins Sans Frontières-Canada, Schools Without Borders, The Stephen Lewis Foundation, Veterinarians Without Borders-Canada and War Child Canada. In addition to supporting these organizations, Beyond Miles also supports Air Canada's Kids' Horizons, a program dedicated to enhancing the quality of life of Canadian children and youth and their families. In 2008, more than 57 million miles were donated to Beyond Miles. For more information about Beyond Miles, please visit www.aeroplan.com/donate.

For further information:

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