



# AIR CANADA

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## Media Advisory - Aeroplan to Match Miles Redeemed for Carbon Offsets by 40 per cent on Earth Day

MONTREAL, April 20 /CNW Telbec/ - To celebrate the 40th anniversary of Earth Day, Aeroplan will match all miles redeemed for carbon offset credits by 40 per cent on April 22nd. Members can redeem 3,500, 7,500 or 15,000 Aeroplan Miles for carbon offsets at [www.aeroplan.com/offset](http://www.aeroplan.com/offset). Aeroplan will match the miles redeemed and transfer the total sum to Offsetters, a leading Canadian provider of high quality climate solutions to invest in energy efficiency and fuel switching projects in Canada and around the world.

Right now, the offsets redeemed by Aeroplan Canada Members in the first and second quarter of 2010 will go towards Offsetters' 2010 Legacy Portfolio—a blended portfolio of high quality BC-based clean technology projects and international Gold Standard offset projects.

If only 1,000 Aeroplan Members each redeemed 7,500 miles to purchase carbon offsets, the combined impact would be equivalent to:

- Taking 609 cars off the road for one year
- Reducing greenhouse gas emissions by 3,187 tonnes

In December 2007, Aeroplan launched a program called Green It Up that enables Aeroplan Members to use miles to buy carbon credits to offset the emissions generated by their travel and everyday activities and Aeroplan matches these miles by at least 20 per cent.

To date, Aeroplan and its members have redeemed more than 56 million Aeroplan Miles for carbon credits.

For more information about Aeroplan's Green It Up program, please visit: [www.groupeaeroplan.com](http://www.groupeaeroplan.com) and click on social responsibility or to offset, visit: [www.aeroplan.com/offset](http://www.aeroplan.com/offset).

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A STAR ALLIANCE MEMBER

