



AIR CANADA

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Aeroplan Hits the Right Note with New Sponsorship of Angèle Dubeau & La Pietà

MONTREAL, Nov. 16 /CNW Telbec/ - As part of its commitment to Canadian arts and culture, Aeroplan is proud to announce that it has signed on as presenting sponsor of Angèle Dubeau & La Pietà, an all female string ensemble orchestra featuring some of Canada's best musicians. The sponsorship kicks off with the launch of Angèle Dubeau & La Pietà's first holiday album as well as a series of concerts across North America starting December 8, 2010.

As an official sponsor, Aeroplan will assist Angèle Dubeau and La Pietà with the organization and promotion of their concert series and their other efforts to engage Canadians in classical music. By putting forward the work of these talented artists, Aeroplan hopes to continue fostering a long-term dialogue about Canadian arts and culture and making classical music accessible to a wider audience. As Aeroplan continuously looks to enrich its program and enhance Members' experience, this sponsorship also represents a great opportunity for Aeroplan to engage its Members through a unique cultural experience.

"Angèle Dubeau & La Pietà have impressed thousands of people across the great concert halls of the world and Aeroplan is thrilled to be supporting such unique talent," said David Klein, Vice President, Marketing, Aeroplan. "This sponsorship allows Aeroplan to continue to be a large supporter of Canadian arts and culture and also provides us with opportunities to be active in communities across the country, giving our members access to more truly rewarding experiences and also making classical music accessible to everyone."

Through the sponsorship, Aeroplan Members will have unique opportunities including:

- Exciting experiential reward packages;
- Access to music by Angèle Dubeau & La Pietà through the Aeroplan Music Store;
- 15 % discount on all ticket sales and preferred seating;
- A chance to meet with Angèle Dubeau & La Pietà;
- Member contests.

"As Telemann declared three hundred years ago, music is everyone's property. For the past thirty years, I have been putting this idea forward in my musical projects, especially with La Pietà, an ensemble dedicated to presenting concerts to local communities in Canada and across the world," said Angèle Dubeau, C.M., C.Q. "To do this, support from a large company like Aeroplan is critical and it allows us to continue to pursue excellence in our music. A society that supports the arts is a healthy one and Aeroplan tremendously contributes to this goal. Thank you!"

Aeroplan, an enthusiastic patron of the arts and one that is committed to raising the awareness of Canadian artists in Canada and abroad, has sponsored several Canadian cultural organizations over the last few years including The Art Gallery of Ontario, Flash Forward Festival, The Business for the Arts Award, Luminato and the Canadian representatives of the Venice Biennale.

About the artist:

An artist of rare versatility considered one of the most prominent violin virtuosos in Canada, for over 30 years Angèle Dubeau has had a dazzling career in the great concert halls of the world. With a string of some 30 recordings, many concerts with renowned orchestras and as the conductor of her own ensemble, her talent, passion and musicality have won her uncommon acclaim. She is the only Canadian classical musician to have been awarded two gold records for sales exceeding 50,000 albums sold in one year and has already succeeded in selling over 450,000 discs, an unheard-of exploit and an accomplishment that she continues to improve on, making her the most famous Canadian classical musician in the field. In 1997, she founded Angèle Dubeau & La Pietà, a string ensemble with piano, consisting of women, which she conducts and acts as their artistic director. Her abundant production and the astounding number of tours, both in Canada and abroad, bear testimony to the great talent of this extraordinary musician. For more information, please visit: <http://www.angeledubeau.com>.

About Aeroplan

Aeroplan, Canada's premier coalition loyalty program, is owned by Groupe Aeroplan Inc., a global leader in loyalty management.

Aeroplan's millions of members earn Aeroplan Miles with its growing network of over 75 world-class partners, representing more than 150 brands in the financial, retail, and travel sectors.

In 2009, over 2.1 million rewards were issued to members including more than 1.5 million flights on Air Canada and Star Alliance carriers which offer travel to more than 1,000 destinations worldwide. In addition to flights, members also have access to over 600 exciting specialty, merchandise, hotel, car rental and experiential rewards.

For more information about Aeroplan, please visit www.aeroplan.com or www.groupeaeroplan.com.

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