



# AIR CANADA

[News Releases](#)

## Aeroplan and The Walrus Foundation Announce a National Travel Photography Contest Open to Canadians

TORONTO and MONTREAL, Jan. 26 /CNW Telbec/ - The Walrus Foundation and Canada's premier coalition loyalty program, Aeroplan, are proud to announce the launch of The Walrus Foundation Amateur Travel Photography Contest. Sponsored by Aeroplan, this nationwide contest will be judged by acclaimed photographer Edward Burtynsky, *The Walrus* magazine's art director Brian Morgan, and the Canadian public. The contest is open to Canadian residents, and the winning photo will be published in *The Walrus* magazine. The winning amateur photographer will also receive 100,000 Aeroplan Miles courtesy of Aeroplan, and an invitation for two to The Walrus Foundation Gala in January 2012. In addition, a full gallery of photographs from the runners-up will be showcased at [www.walrusmagazine.com/aeroplan](http://www.walrusmagazine.com/aeroplan).

"This is a great opportunity for photography fans and travelers alike to get out and snap photos of their favourite destinations, unique landscapes and off the beaten path locations or even be creative in their own city," said David Klein, Vice President, Marketing, Aeroplan. "For the last few years, through our partnership with the Art Gallery of Ontario, we've been trying to raise the profile of photography with the Grange Prize. Aeroplan is thrilled to be a part of this contest and to be working with The Walrus Foundation to encourage participation in this important art form."

"The Walrus Foundation is a keen supporter of Canadian artists, both established and emerging," said The Walrus Foundation's executive director and co-publisher Shelley Ambrose. "We're delighted to be working with Aeroplan and Edward Burtynsky to showcase Canadian photographers and their unique perspectives on our world."

The Walrus Travel Photography contest begins today with the release of the March issue of *The Walrus*, and officially closes on May 31, 2011. Judges will select a shortlist of ten photos between May 31 and July 1, 2011. Throughout the summer of 2011, readers of *The Walrus* magazine, [walrusmagazine.com](http://walrusmagazine.com), and visitors to [www.walrusmagazine.com/aeroplan](http://www.walrusmagazine.com/aeroplan) will be asked to vote for their favourite photo. The winning photo will be selected on August 27, 2011, and will be featured along with a short essay in the special double winter January/February issue of *The Walrus*.

January 19, 2011	The Walrus Foundation Amateur Travel Photography Contest sponsored by Aeroplan opens
May 31, 2011	The last day for entrants to submit their travel photos to The Walrus Foundation
July 1, 2011	Judges Edward Burtynsky and Brian Morgan release shortlist of ten photos, and public voting opens
August 26, 2011	Public voting ends, and the winning photo is selected
December 5, 2011	The winning photo will be published in <i>The Walrus</i> magazine
January 18, 2012	The winning amateur photographer and a guest will attend The 4th Annual Walrus Foundation Gala

For full details, including contest regulations, please visit: [www.walrusmagazine.com/aeroplan](http://www.walrusmagazine.com/aeroplan).

### ABOUT AEROPLAN

Aeroplan, Canada's premier coalition loyalty program, is owned by Groupe Aeroplan Inc., a global leader in loyalty management. Aeroplan is a long-standing patron of the arts, with a history of supporting artists and arts initiatives across Canada. Of particular significance is the company's work, in partnership with the Art Gallery of Ontario, to develop The Grange Prize for contemporary photography. Aeroplan is committed to fostering a long-term, international dialogue about this important art form. Aeroplan has also joined the AGO in a three-year partnership as the Signature Partner of the Photography Collection Program, supporting planned AGO activities to engage visitors with photography, including special lectures and tours.

For more information about Aeroplan, please visit [www.groupeaeroplan.com](http://www.groupeaeroplan.com) or [www.aeroplan.com](http://www.aeroplan.com).

### ABOUT THE WALRUS FOUNDATION

The Walrus Foundation is a charitable non-profit organization with a mandate to promote public discourse on matters vital to our country. The Foundation is dedicated to supporting Canadian writers, artists, readers, education, ideas, and debate. First and foremost, we achieve these goals by publishing *The Walrus* magazine ten times a year. We also produce public debates, leadership events, and run an intensive internship program training the next generation of leaders of media and the arts.

For more information about The Walrus Foundation or *The Walrus* magazine, please visit [www.walrusmagazine.com](http://www.walrusmagazine.com).

For further information:

David Leonard  
The Walrus Foundation  
416-971-5004 x222  
[david.leonard@walrusmagazine.com](mailto:david.leonard@walrusmagazine.com)

Christa Poole  
Aeroplan  
416-352-3745  
[christa.poole@aeroplan.com](mailto:christa.poole@aeroplan.com)

---

A STAR ALLIANCE MEMBER

