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Spring Forward Your Way to Miles During the Great Aeroplan Round Up

MONTREAL, March 21 /CNW Telbec/ - Aeroplan today announced that members can earn extra miles this spring during the "Great Aeroplan Round Up" promotion.

Starting today until May 15, 2011, members can earn 2x the miles when they shop with qualifying partners such as: Aeromove, Atlas Canada, [Costco.ca](#), Esso, Home Hardware, Nestlé, Rexall and Rexall Pharma Plus and Uniprix and through Aeroplan eStore retailers [Chapters.Indigo.ca](#), Sears and the Shopping Channel. In addition, members will also receive 15 per cent off an eligible Air Canada flight within North America when they accumulate miles with three or more qualifying partners during the promotion period.

"The spring time means we're a step closer to summer and many of our members start to think about upcoming travel plans," said David Klein, Vice President, Marketing, Aeroplan. "This special promotion lets our members earn hundreds of extra miles that they can use towards flights, hotels, car rentals and even a variety of experiential rewards available on [aeroplan.com](#)."

During the promotion, a special tool will be available for members to help track how many partners they've accumulated with during the campaign and is available on the member's profile page on [aeroplan.com](#).

For more information on the Great Aeroplan Round Up, please visit: [www.aeroplan.com/roundup](#).

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 2010, over 2 million rewards were issued to members including more than 1.3 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 800 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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