



AIR CANADA

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Aeroplan Celebrates Culture Across Canada with New Sponsorship of Culture Days

MONTREAL, May 9 /CNW Telbec/ - As part of its ongoing commitment to Canadian arts and culture, Aeroplan is pleased to announce that it has joined forces with Culture Days as a Visionary Partner. Culture Days is a collaborative pan-Canadian volunteer movement to raise the awareness, accessibility, participation and engagement of all Canadians in the arts and cultural life of their communities. A national Steering Committee alongside provincial committees mobilize at the grassroots level to implement annual province-wide public participation events that take place across Canada between September 30 - October 2, 2011.

As a Visionary Partner, Aeroplan will help facilitate the exchange between Canadians and encourage them to share their personal stories about culture.

"Culture is all about sharing ideas, passions and stories and Culture Days allows Canadians to discover free interactive activities that invite the public to participate and learn about the world of artists, creators and designers at work in everything from music to visual arts in their community," said David Klein, Vice President, Marketing, Aeroplan. "Aeroplan is proud to be a supporter of this initiative and we hope that these events will inspire our members and Canadians to join us in celebrating arts and cultures in communities from coast to coast."

"We are thrilled to have Aeroplan join the Culture Days movement this year as a National Visionary Partner," said Antoni Cimolino, Chair of Culture Days' national Steering Committee and General Director of Stratford Shakespeare Festival. "The strong and on-going support of our corporate leaders is critical in further enabling arts and culture to continue playing a vital role in the lives of Canadians across the country."

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 most recently the 2011 Juno Awards, Angèle Dubeau & La Pietà, The Grange Prize in partnership with TheArt Gallery of Ontario, Flash Forward Festival, The Business for the Arts Award, Luminato and the Canadian representatives of the Venice Biennale.

For more information about Culture Days, please visit: www.culturedays.ca.

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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