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Fall Promotion Lets Aeroplan Members Earn Miles Faster

The Great Aeroplan Round Up is Back!

MONTREAL, Sept. 12, 2011 /CNW Telbec/ - Aeroplan today announced that members can earn more miles this fall during the "Great Aeroplan Round Up" promotion.

Starting today until October 23, 2011, members can earn up to 4x the miles when they shop with participating partners such as: Bose, Costco.ca, Home Hardware, Nestlé, Primus, Rogers, Aeromove, Häagen-Dazs and more than 75 fashion retailers. Members can also earn through Aeroplan eStore retailers: Chapters.indigo.ca, Gap, Dell, the Shopping Channel and more. In addition, members will also receive up to 15 per cent off an eligible Air Canada flight when they accumulate miles with three or more qualifying partners during the promotion period.

"Aeroplan and its participating partners want to help our members get to their reward goals sooner," said David Klein, Vice President, Marketing, Aeroplan. "This promotion will give our members even more opportunities to earn miles faster this fall. Be sure to visit aeroplan.com to view all of the Aeroplan promotions this season."

In addition, for every purchase made with participating partners, members will automatically be entered for a chance to win 1 of 3 grand prizes of 250,000 miles each that can be redeemed for exciting rewards such as a shopping spree in a destination of their choice.

For more information on the Great Aeroplan Round Up, or for full contest rules and how to enter the contest without purchase, 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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