



# AIR CANADA

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## Media Advisory - Aeroplan Employees Spend a Night on the Streets in Support of Homeless Youth

MONTREAL, Oct. 6, 2011 /CNW Telbec/ - On Wednesday, October 12<sup>th</sup>, 2011, Aeroplan employees from Montreal, Toronto and Vancouver will join together to raise awareness for the conditions in which homeless youth live while raising money to help them. Over two days, employees will participate in activities geared around the life of kids on the street, including a sleep-out in a parking lot in downtown Montreal. Employees will be raising funds in support of **Dans la rue** ([www.danslarue.com](http://www.danslarue.com)), an organization dedicated to supporting homeless youth in Montreal. Aeroplan will match all funds raised by employees up to \$25,000.

**WHAT:** Aeroplan employees rise to the challenge and help homeless kids  
**WHEN:** Wednesday, October 12, 2011  
**WHO:** Kevin O'Brien, Aeroplan's Chief Commercial Officer and Aeroplan employees from across Canada  
**WHERE:** Downtown Montreal - Media representatives are invited to join us on site. Please contact for exact timing, location and details of event

Kevin O'Brien, Chief Commercial Officer, Aeroplan, geneviève bich, Vice President, People & Culture, Aimia Canada and Alden Hadwen, Director, Community Engagement, Aimia Canada are available for interviews.

### About Aeroplan

Aeroplan, Canada's premier coalition loyalty program, is owned by Groupe Aeroplan Inc., doing business as Aimia, 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](http://www.aeroplan.com) or [www.aimia.com](http://www.aimia.com).

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