



AIR CANADA

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Donate Aeroplan Miles during Match Weeks to have twice the impact

Miles are matched for Aeroplan's 10 charitable partners

MONTREAL, Feb. 23, 2017 /CNW Telbec/ - [Aeroplan](#) today announced that it will match all miles donated by members to each of its 10 Aeroplan member donation program charitable partners as part of the 2017 "Aeroplan Match Weeks." It's an easy way to support incredible Canadian-based charities and have double the impact. Miles will be matched on a one-for-one basis up to 500,000 Aeroplan Miles for each partner organization.

"Since we launched Miles Match Weeks in 2010, Aeroplan and its members have donated an incredible 91 million miles to our charitable partners," said John Boynton, Chief Marketing Officer, Aeroplan. "This is such an outstanding measure of the generosity and support of our members. Aeroplan Mile donations have the power to change the lives of people in communities in Canada and across the world and we're thrilled to share in what is truly important to members and to help make a lasting impact."

The organizations use Aeroplan Mile donations to offset travel costs including flights, hotel accommodation and car rentals for projects they work on in Canada and around the globe. To donate miles, members simply visit www.aeroplan.com/donate.

"Aeroplan's member donation program has been a major catalyst to our success over the last several years," said Dr. Lorna Read, Chief Operating Officer, War Child Canada. "When working in fragile and conflict-affected states, flexibility is of the essence. That is exactly what this partnership gives us. Using Aeroplan Miles helps us reduce our travel costs and we are able to mobilize rapidly when conflicts break out and respond in a way that is sensitive to the specific needs of children and communities on the ground."

Aeroplan's Mile Matching Weeks will be held during the following weeks:

[The Stephen Lewis Foundation](#) (February 27 – March 5) – The Stephen Lewis Foundation works with community-level organizations which are turning the tide of HIV/AIDS in Africa by providing care and support to women, orphans, grandmothers and people living with HIV and AIDS.

[David Suzuki Foundation](#) (March 27 – April 2) – The David Suzuki Foundation's mission is to protect the diversity of nature and our quality of life, now and for the future.

[Doctors Without Borders/Médecins Sans Frontières \(MSF\)](#) (April 3 – 9) – MSF provides medical care to people caught in many kinds of catastrophes around the world, including armed conflicts, natural disasters such as floods and earthquakes, epidemics of disease and malnutrition crises.

[Enactus](#) (May 15 – 21) – Enactus is Canada's largest student leadership development organization dedicated to inspiring students to improve people's livelihoods through entrepreneurial action.

[We](#) June 12 – 18) – WE (formerly known as Free The Children) is a local and global charity that partners with communities to help lift themselves out of poverty using a holistic, sustainable five-pillar development model and empowers youth to change the world.

[War Child Canada](#) (July 17 – 23) – War Child helps rebuild war-affected communities to provide the support necessary for children to experience a stable childhood.

[Engineers Without Borders](#) (September 18 – 24) – Engineers Without Borders Canada invests in people who can create a thriving and sustainable world, where everyone's basic needs are met and where everyone can grow to their full potential.

[Veterinarians Without Borders](#) (October 2 – 8) – Veterinarians without Borders -Canada works with those in need to foster the health of animals, people and the environments in which they interact.

[MusiCounts](#) (November 20 – 26) – MusiCounts' mission is to ensure that children in Canada have access to music programs in their schools and communities, and the organization focuses on putting musical instruments into the hands of children who need them most.

[Air Canada Foundation](#) (December 4 – 10) – Through its Hospital Transportation program, the Air Canada Foundation helps sick children reach medical treatment not available in their community allowing them to receive the best medical care possible.

Since the program was launched in 2006, more than 600 million Aeroplan Miles have been donated by members. Aeroplan member donation program partners use Aeroplan Miles to offset costs related to travel by air as well as hotel accommodations and car rentals. Aeroplan offsets 100 per cent of all carbon emissions from flights taken by our charitable partners using donated miles. Aeroplan also joins its members in supporting community initiatives that matter. Each charitable donation made through the Aeroplan member donation program will be topped up by a 10% contribution from Aeroplan. This applies for all donations to all accounts, all the time. Aeroplan Members can also automatically donate two percent of all miles accumulated to any charitable partner of the member's choice. Members interested in donating two percent of their Aeroplan Miles simply visit their profile page on [aeroplan.com](#), select the donation opt-in and the charitable partner they would like their miles to go to. Members can also donate miles to over 300 local grass roots charities in need. More information is available at [www.aeroplan.com/donate](#).

About Aeroplan

Aeroplan, Canada's premier coalition loyalty program, is owned by Aimia Inc., a data-driven marketing and loyalty analytics company.

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 2016, approximately 2.5 million rewards were issued to members including 1.9 million flights on Air Canada and Star Alliance carriers which offer travel to more than 1,300 destinations worldwide. Aeroplan's two Flight Reward options, Fixed Mileage Flight Rewards and Market Fare Flight Rewards, work together so that members can get access to any seat, at any time, on all Air Canada flights. Based on a comparison of Aeroplan Flight Reward bookings against actual market base fares, and other financial institutions' travel rewards programs', last year, Aeroplan Members needed fewer miles to fly than with any other loyalty program in Canada. In addition to flights, members also have access to over 1,000 exciting specialty, merchandise, hotel, car rental and experiential rewards.

For more information about Aeroplan, please visit [aeroplan.com](#) or [aimia.com](#).

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