



# AIR CANADA

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## Air Canada celebrates the joy of coming home for the holidays

### *Canada's largest airline reunites family and friends in new holiday campaign*

MONTREAL, Nov. 28, 2017 /CNW Telbec/ - In keeping with the holiday spirit, Air Canada is announcing a new campaign, starting with a social media contest where Canadians can win a pair of roundtrip flights on any Air Canada route and bring loved ones home for the holidays.

"We've all had that moment at the arrival gate when we scan the crowd for that special person. Whether you've been in the air for one hour or fifteen hours, the second you lock eyes with your loved one, you know you're home," says Andy Shibata, Managing Director, Brand at Air Canada. "We want to celebrate these universal moments of love this holiday season by creating a few more."

To kick things off, Air Canada asked members of its social media communities to share a story of someone they want to bring home for the holidays. Eight of the best entries, from the most fun to the most meaningful, will win a pair of roundtrip tickets to bring that person and a guest home from anywhere in the world Air Canada flies. Next up to add even more holiday spirit, Air Canada will celebrate reunions at select airports across the country, followed by the launch of a national video campaign that captures the meaning of home during the season.

"No airline flies to as many Canadian destinations from as many parts of the world as we do," says Mr. Shibata. "Our customers rely on us to bring them home to their families and friends. During the holiday season we are honoured to play this special role in their lives."

### **Home for the Holidays Contest Details**

Entries are accepted on [Facebook](#), [Twitter](#) and [Instagram](#) from November 24<sup>th</sup> until December 1<sup>st</sup>. Eight pairs of tickets—one set per day of the contest period—will be awarded. Rules and regulations can be found at [aircanada.com/HomefortheHolidays](http://aircanada.com/HomefortheHolidays).

Since launching on November 24th, the contest has generated over 700,000 impressions, 15,000 social media engagements, and 300 heartwarming stories submitted by Canadians. The first winners include reuniting brothers who haven't seen each other in over five years, sisters living in opposite corners of the country looking to reconnect and "just stay up late chatting", and grandparents living in Boston with their grandson living in Regina.

### **About Air Canada**

Air Canada is Canada's largest domestic and international airline serving more than 200 airports on six continents. Canada's flag carrier is among the 20 largest airlines in the world and in 2016 served close to 45 million customers. Air Canada provides scheduled passenger service directly to 64 airports in Canada, 60 in the United States and 98 in Europe, the Middle East, Africa, Asia, Australia, the Caribbean, Mexico, Central America and South America. Air Canada is a founding member of Star Alliance, the world's most comprehensive air transportation network serving 1,300 airports in 191 countries. Air Canada is the only international network carrier in North America to receive a Four-Star ranking according to independent U.K. research firm Skytrax, which also named Air Canada the 2017 Best Airline in North America. For more information, please visit: [www.aircanada.com/media](http://www.aircanada.com/media), follow @AirCanada on Twitter and join Air Canada on Facebook.

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For further information: Isabelle Arthur, (Montreal), [Isabelle.arthur@aircanada.ca](mailto:Isabelle.arthur@aircanada.ca), 514 422-5788; Peter Fitzpatrick, (Toronto), [peter.fitzpatrick@aircanada.ca](mailto:peter.fitzpatrick@aircanada.ca), 416 263-5576; Angela Mah, (Vancouver), [angela.mah@aircanada.ca](mailto:angela.mah@aircanada.ca), 604 270-5741; Internet: [aircanada.com](http://aircanada.com)

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