



# AIR CANADA

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## Miles Match Weeks are back for Aeroplan's charitable partners

***Donate your miles to make twice the impact!***

MONTREAL, Feb. 5, 2018 /CNW Telbec/ - [Aeroplan](#) today announced that it will match all miles donated by members to each of its eight [Aeroplan member donation program](#) charitable partners as part of the 2018 "Aeroplan Match Weeks." Miles will be matched on a one-for-one basis up to 500,000 Aeroplan Miles for each partner organization during their specified week. Starting today, the 2018 match weeks begin with Aeroplan partner The Stephen Lewis Foundation.

"We're passionate about helping our members connect with the people and places that matter most. For more than 10 years, our Aeroplan member donation program has made it possible for members to give back to causes that are close to their hearts," said Anne-Josée Laquerre, Director, Social Purpose and Sustainability, Aeroplan. "Last year, our members' donations, combined with our matching miles, resulted in more than 20 million miles donated during our Match Weeks. Our partner charities use the miles to offset travel costs including flights, hotel accommodation and car rentals to help achieve their mission here in Canada and in communities across the world."

To donate miles, members simply visit [www.aeroplan.com/donate](http://www.aeroplan.com/donate).

"The Stephen Lewis Foundation has many committed and generous supporters who donate Aeroplan miles annually, and to have those miles doubled by Aeroplan is an extraordinarily valuable gift," said Ilana Landsberg-Lewis, Co-Founder and Executive Director of the SLF. "It means we can bring to Canada the African advocates and grandmothers at the heart of the AIDS pandemic to speak to Canadians directly, and share their insights, passion and expertise. Importantly, donations of miles enable us to ensure that every dollar possible goes to our grassroots partners, who are resurrecting lives and fostering resilience in communities across sub-Saharan African. The Aeroplan Mile Matching programme is a brilliant and inspiring way for all of us to participate in the struggle to end AIDS in Africa. We are profoundly grateful for it."

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

**[The Stephen Lewis Foundation](#)** (February 5 – 11) – 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 5 – 11) – 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 2 – 8) – MSF provides medical care to people caught in many kinds of crises around the world, including armed conflicts, natural disasters such as floods and earthquakes, epidemics of disease, and malnutrition.

**[MusiCounts](#)** (May 7 – 13) – MusiCounts, Canada's music education charity associated with the JUNO Awards, is keeping music alive in schools and communities across Canada by putting musical instruments into the hands of children that need them most.

**[Engineers Without Borders](#)** (September 17 – 23) – Engineers Without Borders Canada brings people and ideas together to tackle the most crucial causes of poverty and inequality.

**[War Child Canada](#)** (October 15 – 21) – War Child Canada helps rebuild war-affected communities to provide the support necessary for children to experience a stable childhood.

**[Veterinarians Without Borders](#)** (November 5 – 11) – Veterinarians without Borders Canada works with those in need to foster the health of animals, people and the environments in which they interact.

**[Air Canada Foundation](#)** (December 3 – 9) – 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 member donation program was launched in 2006, more than 700 million Aeroplan Miles have been donated by members. Aeroplan offsets 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](http://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](http://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](http://aeroplan.com) or [aimia.com](http://aimia.com).

### **SOURCE Aeroplan**

For further information: Christa Poole, Aeroplan, 416-352-3745, [christa.poole@aimia.com](mailto:christa.poole@aimia.com)

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