



AIR CANADA

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Air Canada Shows the World What Canada Is Made of with New Ad Narrated by Ryan Reynolds

"Our Time" features Team Canada athletes and celebrates the welcoming and caring spirit that Canadians are known for around the world

MONTREAL, Feb. 9, 2018 /CNW Telbec/ - On the heels of flying 750 members of the Canadian Olympic Team to PyeongChang, Air Canada celebrates Team Canada with the launch of a new ad — called "Our Time" — to be featured during today's broadcast of the Opening Ceremony. The ad portrays the values of multiculturalism, compassion and equality that make Canada a role model for the world and is narrated by Canadian actor Ryan Reynolds: <https://www.youtube.com/watch?v=4YTeP3QpMho>.

"Canada has a lot to offer the world," said Andy Shibata, Managing Director, Brand at Air Canada. "From our inspiring people to our country's highly respected reputation, Team Canada represents the nation's values when they fly the flag in competition. In "Our Time" we celebrate those athletes as they show the world what we are made of."

"I saw myself and my family in this script," said Reynolds. "This is my experience of being Canadian, and the experience I want for my daughters. To be proud of where they come from, and of the values shared by all Canadians that are expressed in this ad. I also want them to be able to cheer for Team Canada (and their mother's team, if she asks you what I said)."

Air Canada has been a sponsor of Canada's Olympic Team since 1988 and Canada's Paralympic Team since 2007 and supports Team Canada with:

- Special services and transport for competitions
- The Altitude Podium Program, providing qualified athletes 35K status
- Individual Care & Share packages for athletes to provide added comfort during the flight, along with gifts for the athletes to give to special people they meet in South Korea, to share a little piece of Canada;
- Airport celebrations as athletes arrive at and return from the Games.

Additionally, Air Canada has agreements with six high-profile athletes who are featured in the Out of Home extension of the campaign, displaying in the Montreal, Toronto, Calgary and Vancouver international airports. They include figure skaters Patrick Chan, flag bearers Tessa Virtue and Scott Moir; hockey player Marie-Philip Poulin; freestyle skier (halfpipe) Cassie Sharpe; and Paralympic Para Nordic skier Mark Arendz.

The ad is part of a larger campaign Air Canada launched in December to celebrate home. The first ad, also featuring Reynolds, received positive feedback from Canadians, who shared their sense of pride in Canada's values.

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, follow @AirCanada on Twitter and join Air Canada on Facebook.

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