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Aeroplan and Carrot Rewards announce partnership renewal

MONTREAL, July 12, 2018 /CNW Telbec/ - [Aeroplan](#) today announced the renewal of a multi-year agreement with [Carrot Rewards](#), a free wellness mobile app that rewards Canadians with Aeroplan Miles as it offers simple guidance towards healthier lifestyle choices.

"We're thrilled to renew our partnership with Carrot Rewards to continue to give our members more earning opportunities while motivating them to make healthy lifestyle choices," said Jennifer Jones, Vice President, Retail, Travel and Strategic Development, Aeroplan. "We are proud to be one of Carrot Rewards' founding partners and look forward to delivering more value together for members under our expanded relationship. Since joining the program in 2016, we've had more than 100,000 of our members regularly engage with the app bringing them one step closer to wellness and ultimately one step closer to their travel goals."

The extended partnership will enable Aeroplan Members in Ontario, British Columbia, Newfoundland and Labrador and very soon throughout the rest of Canada to continue to earn miles on the following:

- Downloading and registering on the Carrot Rewards app;
- Referring a friend who then joins Carrot Rewards;
- Completing a quiz or survey; and
- Meeting step goals and successfully completing step challenges.

"We're thankful for our renewed partnership with Aeroplan, our exclusive travel partner loyalty program," said Andreas Souvaliotis, Founder and CEO, Carrot Rewards. "Canadians who have chosen Aeroplan Miles as their reward on the Carrot app represent some of our most engaged participants on the platform."

To celebrate the expanded partnership from July 13 – 31, 2018, the first 10,000 new members will earn 2X the miles for downloading and registering the Carrot Rewards app (and selecting Aeroplan as their earning preference). In addition, the first 20,000 members who achieve their step goals for 5 consecutive days will earn 2X miles. For more details, see the [Terms and Conditions](#).

The Carrot Rewards app is currently available for free download to Canadians in British Columbia, Ontario, Newfoundland and Labrador from the App Store on iPhone and Apple Watch and Google Play Store on Android. For more information, please visit www.carrotrewards.ca.

About Aeroplan

Aeroplan, Canada's premier travel 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 2017, approximately 2.7 million rewards were issued to members including 2 million flights on Air Canada and Star Alliance carriers which offer travel to more than 1,300 destinations worldwide. 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 www.aeroplan.com or www.aimia.com.

About Carrot Rewards

Carrot Rewards is an AI-driven public engagement platform that leverages behavioural economics and nudge theory to motivate Canadians to make better everyday lifestyle choices. Carrot harnesses the power of the most popular consumer loyalty programs in Canada to maximize its appeal and user engagement. Carrot users earn their choice of Aeroplan® Miles, SCENE® Points, Petro-Points™, More Rewards® Points, Drop points or RBC Rewards each time they interact with the app. The Carrot platform was created in collaboration with public sector agencies, the three leading Canadian health NGOs and the private sector. With over a million downloads across Canada, Carrot is the most popular and trusted engagement platform in the country. Carrot was recognized as Canadian App of the Year and in 2018, was ranked as a Top 10 Loyalty Program in the country by the Bond Brand Loyalty Report.

SOURCE Aeroplan

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