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Matching Miles Campaign Lets Aeroplan Members Double the Value of their Miles Given to Help Sick Children

Next week, Aeroplan Miles donated to the Air Canada Foundation will be matched to help transport sick children for medical care they need away from home

MONTREAL, Nov. 30, 2018 /CNW Telbec/ - Donors wanting to help sick children travel for needed medical care will be able to double the impact of their contribution next week through the Aeroplan Miles Matching campaign in support of the Air Canada Foundation Hospital Transportation Program.

From December 3rd to 9th, [Aeroplan](#), through its annual Mile Matching campaign, will support the [Air Canada Foundation](#) Hospital Transportation Program. All miles donated to the Air Canada Foundation during the week will be matched, up to 500,000 miles.

"We thank Aeroplan and its generous members for their ongoing support of the Air Canada Foundation Hospital Transportation Program during the Aeroplan Mile Matching week," said Priscille LeBlanc, Chair of the Air Canada Foundation.

Through the generosity of Aeroplan members, the Air Canada Foundation donates each year on average close to 10 million Aeroplan Miles to 15 pediatric hospitals across Canada which, in turn, provide flights to children who need specialized health care that is not available in their hometown. Since the introduction of the Air Canada Foundation Hospital Transportation Program in 2003, hundreds of sick children, accompanied by a parent, have been able to obtain the medical care they needed away from home. Driving long hours can be strenuous for both the child and the parent, especially when several visits to the hospital are required each month or when treatments last several months. Travelling by air avoids long tiring hours on the road and saves precious time, allowing the parents to further focus on their child. For sick children, this gives them more time for simply "being kids," with their family and friends or at school.

"The Air Canada Foundation is incredibly generous to the Janeway Children's Hospital Foundation and our kids throughout Newfoundland and Labrador. They step in every year through the Hospital Transportation Program, taking care of our young Janeway patients and their families at a time when they are most vulnerable. Having the support of a generous airline like Air Canada, to help them travel for specialized services at other hospitals, removes the additional financial concerns regarding travel, giving parents one less thing to worry about, so they can focus on their children during these difficult times," said Jenine Kerrivan Manager, Corporate Development at Janeway Children's Hospital Foundation.

"We're grateful for the support and generosity of our members. Since the inception of the Aeroplan Donation Program in 2006, more than 1 Billion Aeroplan Miles have been donated by our members and Aeroplan to grassroots and partner charities across Canada," said Anne-Josée Laquerre, Director, Social Purpose and Sustainability, Aeroplan. "Each and every mile donated to the Air Canada Foundation has the power to significantly impact the lives of children and their family."

The Aeroplan Mile Matching Week in support of the Air Canada Foundation Hospital Transportation Program starts Monday December 3 and runs through Sunday December 9, 2018. To donate your Aeroplan Miles, please visit aircanada.com/Foundation and select the "Donate" button located on the top banner or visit the Aeroplan Donation Program, Air Canada Foundation page [here](#).

Aeroplan Members can also automatically donate two per cent of all miles accumulated to the Air Canada Foundation by updating the donation opt-in on their profile page on aeroplan.com.

About the Air Canada Foundation

The Air Canada Foundation, a registered charitable organization, focused on the health and well-being of children and youth, was launched in 2012. It offers both financial and in-kind support to Canadian registered charities. Core programs include the Hospital Transportation Program which donates Aeroplan Miles to pediatric hospitals across Canada enabling children to access medical care unavailable locally and the Volunteer Involvement Program which recognizes the involvement of employees in their local community by providing airline tickets to the registered charities in support of their fundraising initiatives. The Foundation, in collaboration with the airline, also engages directly in fundraising activities such as the Every Bit Counts program, which encourages customers to donate loose change of all denominations onboard flights or through airport collection containers, as well as through various fundraising events. The Foundation also offers continued support to major health-related causes that

benefit Canadians and is an active participant in international humanitarian relief activity as the need arises. For more information about the Air Canada Foundation and its impact, please visit www.aircanada.com/foundation or www.aircanada.com/citizensoftheworld2017.

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.

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