



AIR CANADA

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Air Canada's New Holiday Film Celebrates Togetherness

- *Animated short film follows a heartwarming story of a baby loon reuniting with loved ones for the holidays*

MONTREAL, Dec. 5, 2022 /CNW Telbec/ - Air Canada is celebrating the holiday season with a new, heartfelt short film to enchant Canadians with a message of togetherness. Launching today across Canada, the animated spot stars a baby loon who gets separated from its family on the annual journey south for the winter. The baby loon finds its way back to its loved ones in an unexpected way that is sure to give Canadians a jolly surprise.

"[Together for the Holidays](#)", opens with the baby loon and its family soaring through the Canadian skies as a strong gust of wind pushes the protagonist out of its parents' path. However, all is not lost. With a safe landing in a whimsical new place, the baby loon makes a new friend and life-changing new memories. The final act sees the baby loon reunited with its family, new friend in tow, reminding us togetherness makes the holidays merry and bright.



The spot also features music from two Canadian artists: *Where You Are* by Tenille Townes, one of Canada's most critically acclaimed country singers and *Les échardes* by Charlotte Cardin, a four-time 2022 Juno Award winner. Their emotive songs and lyrics add the soundtrack to our story.

"It's been a tradition for us to use magic and wonder in our storytelling when it comes to our holiday ads, as it is one of the most celebrated and heartfelt times of the year," said Andy Shibata, Vice President, Brand, Air Canada. "AirCanada takes great pride in being the airline that plays a role in uniting family and friends to help them celebrate these special times."

"Together for the Holidays", developed with FCB Canada, launches today in multiple forms. A combination of 90-second and 60-second versions will be shown in cinema, 60-second and 30-second versions on televisions across Canada, and 30-second and 15-second versions on social media and digital platforms.

For 85 years, Air Canada has been connecting people across our vast country and beyond. As a global airline, Air Canada flies to six continents. Combined with the networks of its Joint Venture and Star Alliance partners, Air Canada offers customers easy access to virtually any destination in the world.

Visit aircanada.com for more information.

About Air Canada

Air Canada is Canada's largest airline, the country's flag carrier and a founding member of Star Alliance, the world's most comprehensive air transportation network. Air Canada provides scheduled passenger service directly to 51 airports in Canada, 51 in the United States and 88 internationally. It holds a Four-Star ranking from Skytrax. AirCanada's Aeroplan program is Canada's premier travel loyalty program, where members can earn or redeem points on the world's largest airline partner

network of 45 airlines, plus through an extensive range of merchandise, hotel and car rental rewards. Its freight division, Air Canada Cargo, provides air freight lift and connectivity to hundreds of destinations across six continents using Air Canada's passenger flights and cargo-only flights with its fleet of Boeing 767-300 freighters. Air Canada has committed to a net zero emissions goal from all global operations by 2050.

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