



# AIR CANADA

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## Exceeding All Expectations: Aeroplan's Points Matching Week Raises a Record 67 million Aeroplan Points for Families Needing Access to Hospital Care

- *Aeroplan's annual Aeroplan Points Matching Week progresses from raising 2M points annually to raising 67.7M points this year for Air Canada Foundation Hospital Transportation Program*
- *With the points donated, the Hospital Transportation program will be able to help roughly 700 families*
- *All donated points benefit 15 pediatric hospitals across Canada, helping to connect sick children with the medical care they need away from home*

MONTREAL, Oct. 24, 2023 /CNW/ - Thanks to the collaborative efforts of Canadian companies and dedicated Aeroplan members, more families will be supported with easier access to hospital care than ever before. This year, an astounding 67.7 million points were raised during Aeroplan's annual Aeroplan Points Matching Week representing the most successful points matching campaign in the two-decade history of the Hospital Transportation Program. With the points donated during the week, the Hospital Transportation program will be able to help roughly 700 families, based on the average points used for flights in 2023 to date.

For 20 years, the Air Canada Foundation's Hospital Transportation Program has operated on the generous donations of Aeroplan members to provide relief for families across Canada whose children need specialized medical treatment. This year, Aeroplan partners took it to the next level to mark the program's 20<sup>th</sup> anniversary.

"The generosity exhibited through this year's campaign has blown us away. With donations coming from across Canada and more than 80 countries, our Aeroplan partners and members came together from around the globe to rally behind families to provide a sense of relief for those who face the stress of transporting a child for medical treatment," said Valérie Durand, spokesperson for the Air Canada Foundation. "We cannot thank our Aeroplan partners and members enough for their generosity and contributions which will help ensure the sustainability of this impactful program for years to come."



"Aeroplan members are the industry's most generous! Whether supporting their local communities or helping people in need around-the-world, time and again, they answer the call. This year, we were thrilled to have leading Aeroplan partners TD, CIBC, and the Avis Budget Group join us to amplify the generosity of our joint customers. With their support, this was the most impactful Points Matching Week ever — all devoted to helping kids and their families travel for required medical care," said Mark Nasr, Executive Vice President, Marketing and Digital at Air Canada, and President of Aeroplan.

All Aeroplan points go directly to 15 pediatric hospitals nationwide to support their young patients' need for care not offered in their community.

"Roughly 700 families will be supported with easier access to hospital care thanks to Aeroplan members and the kind generosity of the Avis Budget Group, TD, CIBC and Aeroplan. We can't believe the outpouring of support and are grateful to know that so many families across Canada will experience a bit of relief in their journey to get the specialized care their children need," said Adam Starkman, President and CEO of Canada's Children's Hospital Foundation.

The annual Points Matching Week initiative is the largest annual fundraiser for the Hospital Transportation Program. Here is how it helps children, and their families access medical care:

- Points donated go toward providing patients and parent or guardian flights with Air Canada and its partner airlines.
- Created in 2003, the Hospital Transportation Program is celebrating 20 years of connecting children to the medical care they need. The program works to support the following 15 pediatric hospitals across Canada: BC Children's Hospital (B.C.), Alberta Children's Hospital (Alta.), Stollery Children's Hospital (Alta.), Jim Pattison Children's Hospital (Sask.), The Children's Hospital of Winnipeg (Man.), Children's Hospital at London Health Sciences Centre (Ont.), McMaster Children's Hospital (Ont.), Children's Hospital of Eastern Ontario (Ont.), The Hospital for Sick Children (Ont.), Shriners Hospital for Children

(Que.), Montreal Children's Hospital (Que.), Centre Hospitalier Universitaire Sainte-Justine (Que.), CHU de Québec (Que.), IWK Health Centre (N.S.), and the Janeway Children's Hospital (Nfld.).

- In 2022, 179 children and their families were helped with 226 flights via the Hospital Transportation Program.
- In 2022, \$1.4 million and 2.92 million Aeroplan points were raised for the Foundation and its programs including the Hospital Transportation Program.

For further details about the Air Canada Foundation Hospital Transportation Program and its impact, please visit [www.aircanada.com/foundation](http://www.aircanada.com/foundation).

#### **About the Air Canada Foundation**

The Air Canada Foundation, a not-for-profit 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 redistributes Aeroplan points to 15 pediatric hospitals across Canada, enabling sick children to access the medical care they need away from home. The Air Canada 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 on board flights or through collection containers available in Air Canada Maple Leaf Lounges. 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, please read the 2022-23 impact report or the Air Canada's 2022 Corporate Sustainability report available at [www.aircanada.com/citizensoftheworld](http://www.aircanada.com/citizensoftheworld).

#### **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 service directly to more than 180 airports in Canada, the United States and Internationally on six continents. 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 and freighter aircraft. Air Canada aims to achieve an ambitious net zero emissions goal from all global operations by 2050. Air Canada shares are publicly traded on the TSX in Canada and the OTCQX in the US. Air Canada

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