



AIR CANADA

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The Air Canada Foundation's Every Bit Counts Program Expands its On Board Collection Benefitting Thousands of Children Across Canada!



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To further strengthen its partnership with the Children's Miracle Network (CMN) and help more children, the Air Canada Foundation recently announced that, in 2019, all funds raised on board Air Canada and Air Canada Rouge flights, through "Every Bit Counts", will be donated to the 14 CMN paediatric member hospitals in Canada.

"Over the years, Air Canada and the Air Canada Foundation have made a direct impact in local communities across Canada through a unique combination of grants to children's hospitals, airline tickets and Aeroplan Miles donations, and we are proud today to expand even further our support to the Children's Miracle Network and its member hospitals," said Priscille LeBlanc, Chair of the Board, Air Canada Foundation. "Through the Every Bit Counts program, Air Canada passengers have the opportunity to make a real difference in the lives of children by donating spare change they may no longer need. We encourage and thank them for their generosity."

The Air Canada Foundation, which facilitates the collection of currency donations of any denomination collected in flight or in dedicated collection boxes in select Maple Leaf Lounges, has set its goal to raise \$300,000 in 2019. Air Canada and Air Canada Rouge customers who wish to donate may locate a collection envelope in the seat pocket in front of them or ask a flight attendant.

Each year, the Air Canada Foundation supports hundreds of charities focused on the health and wellness of children and youth in Canada and is dedicated, through its mission, to helping connect sick children to the medical care they need, making their wishes come true, and alleviating child poverty.

In 2018, the Air Canada Foundation granted over \$5.4M in support (financial and in-kind) to Canadian registered charities dedicated to improving child health and wellness across Canada.

To learn more about the Air Canada Foundation, visit aircanada.com/foundation





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