



# AIR CANADA

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## Air Canada's enRoute Film Festival announces winners

TORONTO, Oct. 20 /CNW Telbec/ - Air Canada is pleased to announce the award winners of the 2010 annual AirCanada enRoute Film Festival.

### Best Short Film

Adam Shamash for La Khaima: The Tent of Mile-End (Montreal)

### Achievement in Direction

Adam Shamash for La Khaima: The Tent of Mile-End (Montreal)

### Achievement in Cinematography

Shervin Kermani and Aita Jason for Sofia (Toronto)

### Achievement in Animation

King Mugabi for Red Snow (Toronto)

"After receiving this award, I feel very honoured to have been highlighted as an emerging filmmaker from Air Canada, enRoute and renowned jury members," said Shamash. "The festival has given me an amazing platform to network and communicate my message."

Millions of Air Canada passengers around the world will be able to view the award winners on their personal entertainment system with 8.9-inch wide digital in-seat monitors and touch-screen controls offering hours of audio and video on demand programming at every seat.

Toronto's Scotiabank Theatre hosted a free public screening of all the nominated films yesterday, followed by the awards celebration at The Drake Hotel. The grand prize winner was awarded \$5,000 courtesy of Cineplex Entertainment. All winners were awarded an all-inclusive trip for two to the Whistler Film Festival courtesy of Air Canada.

Filmmakers, jury members and industry luminaries were in attendance at the exclusive event, including celebrity presenters Kari Skogland (Genie Award-winner for Best Adapted Screenplay, director/writer, Fifty Dead Men Walking), Carlo Rota (24), Rob Stewart (director, Sharkwater), and Kathleen Robertson (A Night For Dying Tigers, 90210).

### About Air Canada enRoute Magazine:

Air Canada enRoute Magazine is published by Spafax, one of the world's leading custom publishers and providers of in-flight media, with offices in eight cities around the world. Spafax is a part of the specialist communications division of WPP.

<http://enroute.aircanada.com/>

### About Air Canada:

Air Canada was named Best Airline North America in a worldwide survey of more than 17 million air travellers conducted by independent research firm Skytrax for its 2010 World Airline Awards.

In 2009, Air Canada won four top honours in Business Traveler magazine's "Best in Business Travel" annual reader survey: "Best Flight Attendants in North America," "Best In-flight Services in North America," "Best North America Airline for Business Class Service," and "Best North American Airline for International Travel." Also In 2009, the readers of Global Travel magazine voted Air Canada "Best Airline in Canada" and "Best Airline in North America."

Air Canada is Canada's largest domestic and international full-service airline providing scheduled and charter air transportation for passengers and cargo to more than 170 destinations on five continents. Canada's flag carrier is the 15th largest commercial airline in the world and serves 31 million customers annually. Air Canada provides scheduled passenger service directly to 59 destinations in Canada, 58 in the United States and 60 in Europe, the Middle East, Asia, Australia, the Caribbean, Mexico and South America. Air Canada is a founding member of Star Alliance, the world's most comprehensive air transportation network serving 1,167 destinations in 181 countries. Air Canada customers can collect Aeroplan miles for future rewards through Canada's leading loyalty program, and Top Tier members enjoy reciprocal frequent flyer benefits including lounge and priority services.

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