



AIR CANADA

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Air Canada's enRoute wins 10 National Magazine Awards

MONTREAL, June 9 /CNW Telbec/ - enRoute, Air Canada's inflight publication, recently won 10 awards at the 2009 National Magazine Awards, including a Gold for Art Direction for an Entire Issue - Reanna Evoy, The Food Issue; Gold for Travel - Noah Richler, St. Petersburg the Great. Other awards include three Silver: Best Single Issue - The Food Issue; Photojournalism & Photo Essay - Lorne Bridgman, The Impossible City; Service: Lifestyle - Chris Johns, Sweet Spots: Canada's Best New Restaurants.

enRoute also captured 5 honorable mention awards: Travel - Don Gillmor, Paradise Found; Travel - Philip Preville, The Impossible City; Illustration - Pascal Blanchet, Come Fly with Me; Photojournalism & Photo Essay - John Cullen, Paradise Found; Still Life Photography - Andre Doyon, Kitchen Aids

The results are among the best ever achieved by enRoute at the National Magazine Awards, Canada's most prestigious awards program for magazines.

"It is an honour for Air Canada's in-flight magazine to be recognized for excellence by the magazine publishing industry of Canada," said Louise McKeven, Senior Director, Marketing at Air Canada. "Air Canada is proud to bring the best in Canadian magazine journalism to the 33 million customers we serve world wide every year. This recognition reflects the importance that we place on providing our customers with a quality travel experience. enRoute magazine is a key element of Air Canada's overall bilingual in-flight entertainment offering. It encompasses hundreds of hours of complimentary enRoute TV, movies and albums at each customer's seat, including selections from the enRoute Film Festival, and is now available to an even wider audience online at enroute.aircanada.com."

"We're very proud of the enRoute staff," said Paul FitzGerald, Account Director at Spafax. "Air Canada enRoute continues to attract Canada's finest talent - both on its staff and among the country's freelancers. And the support we receive from Air Canada itself is invaluable."

"Spafax is dedicated to excellence," added Katrin Kopvillem, Managing Director and Publisher, Spafax Canada. "As publishers of Air Canada's highly regarded in-flight magazine that literally travels the country and the world, we couldn't be more pleased with the results from the National Magazine Awards."

Air Canada enRoute 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 part of the specialist communications division of WPP.

Montréal-based Air Canada provides scheduled and charter air transportation for passengers and cargo to more than 170 destinations on five continents. Canada's flag carrier is the 13th largest commercial airline in the world and serves 33 million customers annually. Air Canada is a founding member of Star Alliance, providing the world's most comprehensive air transportation network for Canadian domestic, transborder and international travel. Air Canada aircraft offer customers individualized seatback in-flight entertainment systems with hundreds of hours of digital audio-visual entertainment. As well, customers can collect Aeroplan miles for future awards through Canada's leading loyalty program.

In 2008, the readers of Business Traveler magazine voted Air Canada "Best In-Flight Services in North America," "Best Airline for Business Class Service in North America" and "Best North American Airline for International Travel."

The National Magazine Awards Foundation (NMAF) is a bilingual, not-for-profit institution whose mission is to recognize excellence in the content and creation of Canadian magazines through an annual program of awards. The awards gala takes place each June in Toronto. Each year the NMAF receives more than 2000 submissions and relies on over 200 volunteer judges to evaluate the entries and award gold and silver winners in 40 categories. For more information visit www.magazine-awards.com

For further information:

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