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Air Canada and Jazz mark month of Remembrance

Aircraft poppy symbols unveiled at start of Royal Canadian Legion's Poppy Campaign

TORONTO, Oct. 31 /CNW Telbec/ - Air Canada and Jazz, in association with the Royal Canadian Legion, are observing Remembrance Day throughout the month of November by displaying the poppy symbol on the fuselages of 20 Air Canada Airbus narrow body and 10 Jazz Dash 8 aircraft.

At a ceremony in Toronto today coinciding with the start of the Legion's Poppy Campaign, Air Canada and Air Canada Jazz and representatives of the Legion unveiled an aircraft bearing the poppy. For more than 80 years the Legion's trademarked poppy has served as the symbol of Remembrance in Canada. Air Canada and Jazz are honoured to take that symbol and its message of Remembrance across the country's skies.

"Today, more than ever, it is important to commemorate Canadians who died in both past and current conflicts and so we are displaying the poppy symbol with great pride and respect. We at Air Canada are sadly reminded of the ongoing sacrifices made by Canadians every time we have the honour of taking our soldiers killed abroad on the last part of their journey home in Canada," said Montie Brewer, President and Chief Executive Officer. "Air Canada and its employees join all Canadians in remembering and celebrating the men and women who have given their lives for Canada and who today still serve our country."

"Jazz and its employees are proud to fly the symbol of Remembrance to 55 cities across Canada, and to pay respect to the Canadians who have fallen in war and military operations," said Joseph Randell, President and Chief Executive Officer, Jazz. "We honour the Canadian men and women deployed around the world who continue to fight for peace and freedom."

"We are extremely pleased that Air Canada and Jazz have chosen to place the poppy on 30 of their aircraft to mark the airline's commitment to Remembrance," said Wilf Edmond, Dominion President of The Royal Canadian Legion. "They honour all of our veterans with this special commemoration."

The annual Poppy Campaign is the most important branch project of the year. For two weeks each fall, Legion members from more than 1550 branches throughout Canada volunteer their time to conduct this campaign, which raises the funds essential to providing the Legion's on-going support and assistance to our veterans. The campaign also serves to foster the tradition of Remembrance by affording all Canadians an opportunity to wear a poppy. Since 1921, the poppy has stood as a symbol of collective reminiscence, our visual pledge to never forget all those Canadians who have fallen in war and military operations.

There is a natural link between Air Canada and Canada's military heritage. Air Canada (then known as Trans-Canada Air Lines) personnel played a key role in transportation and flight training during World War II. Many Air Canada and Jazz employees, past and present, have served or are currently serving as reservists in the Canadian Armed Forces. There are hundreds of employees with loved ones who have served or are currently serving in the military.

Air Canada is also proud to have employees in uniform participate in the laying of a wreath at the National War Memorial and the Tomb of the Unknown Soldier at annual Remembrance Day ceremonies in Ottawa.

Commemorative ceremonies across Canada culminate with a national ceremony on November 11 at 11:00 a.m. at the National War Memorial on Parliament Hill in Ottawa.

High resolution, downloadable color photos are available <http://www.aircanada.com/en/about/media/facts/logo.html> under "Facts and Photos".

For further information:

For further information: Air Canada: Isabelle Arthur (Montréal), (514) 422-5788; Peter Fitzpatrick (Toronto), (416) 263-5576; Angela Mah (Vancouver), (604) 270-5741; Jazz: Manon Stuart (Halifax), (902) 873-5054; Debra Williams (London), (519) 659-5696; Royal Canadian Legion: Bob Butt, (613) 591-3335; Internet: aircanada.com; flyjazz.ca; Legion.ca

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