



# AIR CANADA

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# Poppy Campaign takes off on Air Canada and Jazz spreading the word of Remembrance

MONTREAL, Oct. 26 /CNW Telbec/ - Air Canada and Jazz marked the launch of the 2007 Royal Canadian Legion Poppy Campaign with the unveiling today of the poppy symbol which will be displayed on 20 Air Canada Airbus narrow body and 10 Jazz Dash 8 aircraft during the period of Remembrance.

For more than 80 years the Legion's trademarked poppy has served as the symbol of Remembrance in Canada. Air Canada and Jazz now have the distinct honour of taking that symbol - and that message of Remembrance - across the country's skies.

"With so many Canadian servicemen and women on active duty across the world, the message of remembrance is more relevant than ever, and we display the poppy symbol on our aircraft with the utmost pride and respect," said Montie Brewer, President and Chief Executive Officer. "Air Canada and its employees join all Canadians in honouring the men and women who gave their lives for Canada, and who continue to fight for peace and freedom efforts around the world."

"Jazz is proud to take Canada's great symbol of Remembrance to ten provinces and two territories in memory of the more than 117,000 Canadian men and women who have made the ultimate sacrifice for our country," said Joseph Randell, President and Chief Executive Officer, Jazz. "It is with immense respect that we honor the many Canadian military personnel currently deployed throughout the world."

"The Royal Canadian Legion is very pleased that Air Canada and Jazz have chosen to fly the poppy on their aircraft again this year," said Legion Dominion President Jack Frost. "We are also most happy that it will be flown on more aircraft, and displayed in an even more prominent and visible manner," he added. "This type of commitment to the perpetuation of Remembrance in Canada is appreciated by our veterans".

Passengers travelling today at selected airports across the country will have the opportunity to obtain a poppy while checking-in for their Air Canada or Jazz flight.

During the remembrance period, Air Canada will be including in its in-flight entertainment programme three public service announcements produced by the Royal Canadian Legion. These announcements are intended to inform Canadians about the Poppy Campaign and the "Two Minute Wave of Silence". They can also be viewed on the Royal Canadian Legion's website: <http://www.legion.ca>.

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".

/NOTE TO PHOTO EDITORS: A photo accompanying this release is available on the CNW Photo Network and archived at <http://photos.newswire.ca>. Additional archived images are also available on the CNW Photo Archive website at <http://photos.newswire.ca>. Images are free to accredited members of the media/

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