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Aeroplan Launches its Biggest Mile Give-Away Ever to Celebrate 25th Anniversary

Big Two Five Anniversary Celebration Contest is 25 days filled with special rewards and five 1 million Aeroplan Miles grand prizes

MONTREAL, June 8 /CNW Telbec/ - In celebration of its 25th anniversary and to thank members for their continued loyalty, Aeroplan today announced an opportunity for members to win special rewards over 25 days and five chances at 1 million Aeroplan Miles simply by entering the "Big Two Five Anniversary Celebration Contest."

Starting today, and running for twenty-five days, members can visit www.aeroplan.com/25th and enter the daily draw for a chance to win one of the daily featured Aeroplan rewards including trips for 2 in executive class on Air Canada to each continent, a home entertainment system, luxurious hotel stays, unique getaways and experiences and more.

In addition, members can enter the Grand Finale from July 3 - July 12th to win one of five grand prizes of 1 million Aeroplan Miles. With 1 million Aeroplan Miles, the winner could use the miles towards travel or hundreds of exciting merchandise and experiential rewards such as:-

- 105 Apple iPod shuffles
- 17 Panasonic Home Theatre Systems
- Treat 33 of your closest friends to the Tapis Rouge experience at OVO at The Port Lands in Toronto
- 22 sets of Wilson golf clubs
- 180 days of Walt Disney World Resort theme park magic
- 5 Fly Around the World rewards in Economy class with a combination of any of the 21 Star Alliance partners
- A tour of the Niagara wine region for you and 69 of your friends
- 138 litres of olive oil delivered to your doorstep from the adoption of 68 Italian olive trees

Aeroplan has come a long way in the last twenty-five years. We now have over four million members that have accumulated approximately 821 billion miles and redeemed for more than 15, 839,000 seats to over 900 destinations worldwide," said Sylvie Bourget, Senior Vice President, Marketing and eBusiness, Aeroplan. "This contest is our largest giveaway ever, and is our way of thanking members for making the past 25 years such a great success!"

Earlier this year, Aeroplan and Air Canada kicked off the yearlong celebrations with members on February 1st, with the launch of the 25 Day 250,000 Miles Giveaway Contest where members had a chance to win 250,000 Aeroplan Miles every day for 25 days. In April, Air Canada also launched a major promotion to mark the anniversary by making an additional 250,000 seats available this year for Aeroplan Members to redeem reward travel.

For more information about Aeroplan's "Big Two Five Anniversary Celebration" Contest, please visit: www.aeroplan.com/25th.

About Aeroplan

Celebrating its 25th anniversary in 2009, Aeroplan, Canada's premier loyalty program, is owned by Groupe Aeroplan Inc., a leading international loyalty management corporation.

Aeroplan's millions of members earn Aeroplan Miles with its growing network of over 70 world-class partners, representing more than 150 brands in the financial, retail, and travel sectors.

In 2008, over 2 million rewards were issued to members including more than 1.5 million round-trip flights on Air Canada and Star Alliance carriers which offer travel to more than 900 destinations worldwide. In addition to flights, members also have access to over 600 exciting specialty, merchandise, hotel, car rental and experiential rewards.

For more information about Aeroplan, please visit www.groupeaeroplan.com or www.aeroplan.com.

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