



# AIR CANADA

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# Earth Day Canada joins Aeroplan's Beyond Miles Program

TORONTO and MONTREAL, April 16 /CNW Telbec/ - Aeroplan is pleased to announce Earth Day Canada as its newest charitable partner in Aeroplan's Beyond Miles Program. Aeroplan launched the partnership with a donation of 1,250,000 Aeroplan Miles and as part of its commitment to the environment, Aeroplan will offset all carbon emissions from flights taken by Earth Day Canada using donated miles.

"We're thrilled to be adding Earth Day Canada to our program. Member response to our green initiatives has been strong and many members have told us they also wanted to be able to donate their miles to an environmental organization," said Vince Timpano, President, Aeroplan. "Earth Day Canada provides Canadians with the practical knowledge and tools to lessen our impact on the environment and encourages participation by empowering people to achieve local solutions that support a healthier environment. We are proud to support them."

The Beyond Miles Program enables Aeroplan Members to donate miles to eight exceptional Canadian charities that are committed to improving lives and enriching communities across Canada and abroad. As its newest member, Earth Day Canada will use the miles to offset costs related to travel by air and by land, including training for coordinators across Canada, educational initiatives and outreach to communities.

"We are proud to be the environmental partner of Aeroplan's Beyond Miles Program. This support not only ensures Earth Day Canada can offset any travel requirements, but helps us build the capacity of the organization," said Jed Goldberg, President of Earth Day Canada. "As Aeroplan's newest charitable partner we will be able to bring program stakeholders to Toronto, secure new office equipment, computer software, and develop attractive prizes for our programs, rewarding individuals, groups and households for lessening their impact on the environment."

In addition to adding Earth Day Canada to its Beyond Miles program, Aeroplan also supports the environment through its Green It Up program. Launched in 2007, the program enables Aeroplan Members to use Aeroplan Miles to buy carbon offsets and offset the emissions generated by their travel and everyday activities. This year, in celebration of Earth Day and to raise awareness of Aeroplan's Green It Up program, Aeroplan will match all miles redeemed for carbon offset credits by 25 per cent on April 22nd as well as make a donation of 2,500 miles per employee. This adds up to 3,250,000 miles towards carbon offsets purchased from the Carbon Reduction Fund of Canada - equivalent to 256 small cars being taken off the road for a full year. Aeroplan also offers a wide-ranging roster of eco-friendly rewards against which members can redeem their miles. In 2008, Aeroplan Members redeemed over 34 million miles for nearly 2,000 eco-friendly rewards.

For more information about Aeroplan's Green It Up program, please visit: [www.groupeaeroplan.com](http://www.groupeaeroplan.com) and click on 'Social Responsibility' or to offset, visit [www.aeroplan.com/offset](http://www.aeroplan.com/offset).

### About Beyond Miles

The Beyond Miles program invites Aeroplan members to join us in supporting eight Canadian charitable organizations through the donation of Aeroplan Miles including: Earth Day Canada, Engineers Without Borders-Canada, Médecins Sans Frontières-Canada, Schools Without Borders, The Stephen Lewis Foundation, Veterinarians Without Borders-Canada and War Child Canada. In addition to supporting these organizations, Beyond Miles also supports Air Canada's Kids' Horizons, a program dedicated to enhancing the quality of life of Canadian children and youth and their families. In 2008, more than 57 million miles were donated to Beyond Miles. For more information about Beyond Miles, please visit [www.aeroplan.com/donate](http://www.aeroplan.com/donate).

### About Earth Day Canada

Earth Day Canada (EDC), a national environmental charity founded in 1990, provides Canadians with the practical knowledge and tools they need to lessen their impact on the environment. In 2004 it was recognized as the top environmental education organization in North America, for its innovative year-round programs and educational resources, by the Washington-based North American Association for Environmental Education, the world's largest association of environmental educators. In 2008 it was chosen as Canada's "Outstanding Non-profit Organization" by the Canadian Network for Environmental Education and Communication. EDC regularly partners with thousands of organizations in all parts of Canada. [www.earthday.ca](http://www.earthday.ca)

### 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](http://www.groupeaeroplan.com) or [www.aeroplan.com](http://www.aeroplan.com).

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