



# AIR CANADA

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## Almost 10 million Aeroplan Miles Go towards Carbon Offsets on December 5th

MONTREAL, Dec. 9 /CNW Telbec/ - Aeroplan celebrated the first anniversary of its Green it Up program on December 5th by matching all Aeroplan Miles redeemed for carbon offsets by 50 per cent. Aeroplan's Green Coalition of partners: CIBC, American Express, and Avis also matched all miles redeemed by members by 50 per cent, which means that each member who redeemed for offsets that day had three times the impact.

On December 5th alone, Aeroplan Members from across Canada redeemed a record-breaking 3,024,424 miles for carbon offset credits in the 24 hour period. Once matched, the total miles redeemed for offsets added up to: 9,073,272 Aeroplan Miles - equivalent to 3,856.04 tonnes of emissions or the equivalent of pulling 641 large cars off the road for one year or not using 145,756 propane cylinders for BBQs.

In an email to Aeroplan Members on December 4th, Rupert Duchesne, President and CEO, Groupe Aeroplan said, "I believe it's important that we take responsibility for the effects our business has on the environment. As a company, we have voluntarily chosen to offset our entire corporate carbon footprint, including the energy and fuel use from Aeroplan offices and vehicles along with emissions from corporate air travel."

"To celebrate the first anniversary of Aeroplan's Green it Up program, we want to do something special that encourages our members to join us in taking action to reduce our collective impact on the environment...Despite the tougher economic times, we still need to do our part to mitigate the effects of air travel and our daily activities. By using your Aeroplan Miles instead of cash, we can work together and truly make a difference. Please visit [www.aeroplan.com/offset](http://www.aeroplan.com/offset) and take action now."

In addition to the email message to members, Aeroplan held a 'Go Carbon Neutral Contest' that offered members a chance to win 50,000 Aeroplan Miles simply by choosing to offset a flight or their everyday activities and on December 5th, Aeroplan Green Teams handed out plants to encourage commuters in the Toronto area to offset that day.

As a part of the Green it Up program launched in December 2007, Aeroplan created the Carbon Offset Program to allow members to offset their flight rewards or their everyday activities using Aeroplan Miles. For 7,500 Miles, members can offset 3.2 tonnes of greenhouse gases, equivalent to approximately: one transcontinental 2-way flight; one year of driving a small car; or six months of home energy use for an average family. Aeroplan matches all miles redeemed for carbon offset credits by 20 per cent and transfers the total sum to the Carbon Reduction Fund, an independent, non-profit organization with the mission of funding only the highest-quality offset projects. ([www.carbonreductionfund.com](http://www.carbonreductionfund.com)).

In addition to the Carbon Offset Program, Aeroplan also offers member's eco-friendly rewards - a growing reward category that includes green housewares, games, fashion and travel accessories. Since its inception in June 2007, Aeroplan Members have redeemed 34 million miles for green rewards. As announced last week, Aeroplan is also the first corporation worldwide to use the new EnviroCard, the world's first eco-friendly loyalty/gift card that is compostable and biodegradable. Beginning in 2009, new Aeroplan cards issued will be EnviroCards instead of plastic cards. For more information about Aeroplan's Green it Up program, please visit: [www.groupeaeroplan.com](http://www.groupeaeroplan.com) and click on "Social Responsibility".

### About Aeroplan

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 2007, almost 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 approximately 975 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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