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Media Advisory - Aeroplan Encourages Members to use Miles to Offset Carbon Footprint on December 5th

Aeroplan and its Green Coalition of Partners to match miles by 50 per cent

TORONTO, Dec. 2 /CNW Telbec/ - Aeroplan will celebrate the first anniversary of its Green it Up program on December 5, 2008 by matching all miles redeemed for carbon offsets by 50 per cent. Aeroplan's Green Coalition of Partners: CIBC, American Express and Avis will also match up to 50 per cent.

That means for each member who redeems miles for offsets on December 5th, there will be over 3 times the impact!

If only 2,000 Aeroplan Members each redeem 7,500 miles to purchase carbon offsets, the combined impact would be equivalent to:- Taking 3,500 cars off the road for one year

- Burning 8.25 million fewer litres of gasoline
- Countering the emissions created by 1,700 homes

WHAT: To spread the word in the GTA, Aeroplan Green Teams will be handing out plants the morning of December 5th to encourage commuters to offset that day at: www.aeroplan.com/offset to reduce their impact on the environment.

WHERE: First Canadian Place Shopping Centre (Concourse level near HMV)
100 King Street West, Toronto, ON
(King Street West and Bay Street)

Oakville Go Train Station
214 Cross Ave., Oakville, ON
(Cross Ave. and Argus Rd.)

WHEN: Friday, December 5, 2008 at:
Toronto - 7:00 a.m. - 11:00 a.m.
Oakville - 6:30 a.m. - 9:00 a.m.

WHY: To raise awareness about the need to reduce our carbon footprint and the ease of which people can do it. Last December, Aeroplan launched a program called Green it Up that enables Aeroplan Members to use Aeroplan Miles to buy carbon offsets and offset the emissions generated by their travel and everyday activities. To date, Aeroplan has offset 100 per cent of its corporate carbon footprint and Aeroplan Members have offset approximately 5,000 tonnes of emissions equivalent to pulling 1,122 large cars off the road for one year or heating 1,529 homes in Canada for one year.

For more information about Aeroplan's Green it Up program, please visit www.groupeaeroplan.com and click on social responsibility.

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A STAR ALLIANCE MEMBER

