



AIR CANADA

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Air Canada's enRoute Film Festival launches Stories That Move 2010 call for entries

TORONTO, March 23 /CNW Telbec/ - Air Canada's enRoute Film Festival is back with Stories That Move, the 2010 call for entries inviting emerging filmmakers to submit their short films to its unique in-flight festival. Every year, the enRoute Film Festival brings something new and exciting; this year, it will introduce Cineplex as the presenting sponsor and co-presenter of the \$5,000 cash grand prize. Once again, Air Canada is sending all winners and their guests to an all-inclusive trip for two to an international film festival.

The Festival is open to student and emerging filmmakers. You must be a Canadian citizen to submit. For submissions information, please visit www.enroutefilm.com. Deadline for entries is May 31, 2010.

Select films will be broadcast on Air Canada's personal seatback entertainment system on the Canadian Movies channel viewed by millions of Air Canada customers around the world. A free public screening and awards celebration will be held in Toronto in October to honour the winners.

Awards will be handed out for:

- Best Short Film
- Achievement in Direction
- Achievement in Cinematography
- Achievement in Animation

About Air Canada enRoute Magazine:

Air Canada enRoute Magazine is published by Spafax, one of the world's leading custom publishers and providers of in-flight media, with offices in eight cities around the world. Spafax is a part of the specialist communications division of WPP.

<http://enroute.aircanada.com/>

About Air Canada:

Air Canada provides scheduled and charter air transportation for passengers and cargo to more than 167 destinations on five continents. Canada's flag carrier is the 13th largest commercial airline in the world and serves 31 million customers annually. Air Canada is a founding member of Star Alliance, providing the world's most comprehensive air transportation network for Canadian domestic, transborder and international travel. Air Canada aircraft offer customers individualized seatback in-flight entertainment systems with hundreds of hours of digital audio-visual entertainment. As well, customers can collect Aeroplan miles for future awards through Canada's leading loyalty program.

In 2009, Air Canada won four top honours in Business Traveler magazine's "Best in Business Travel" annual reader survey: "Best Flight Attendants in North America," "Best In-flight Services in North America," "Best North America Airline for Business Class Service," and "Best North American Airline for International Travel." In 2009 as well, the readers of Global Travel magazine voted Air Canada "Best Airline in Canada" and "Best Airline in North America."

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