

Aimia Inc.

/R E P E A T -- Aimia employees donate their data analysis skills to help local not-for-profits this weekend/

Employees have less than 24 hours to sift through reams of data to help the United Way, Art Gallery of Ontario & Engineers Without Borders improve the impact of their programs

MONTREAL, Oct. 29, 2013 /CNW Telbec/ - Aimia's data scientists and consultants are coming together this weekend in Toronto to work with three prominent not-for-profit organizations to analyze trends and patterns in their data and make recommendations to meaningfully improve their programs. With the help of some students from the Rotman School of Management, Aimia employees will have less than 24 hours to provide actionable insights to Engineers Without Borders Canada, United Way Toronto, United Way Centraide Canada and the education programs at the Art Gallery of Ontario's Weston Family Learning Centre.

Overview of itinerary:

Friday, November 1, 2013

6:00pm - Kick-off / Opening remarks
7:00pm

Vince Timpano, President and Chief Executive Officer, Canada, Aimia
Susan Doniz, Global Chief Information Officer, Aimia
Susan McIsaac, President and Chief Executive Officer of United Way Toronto
Dan Clement, Senior Vice President, United Way Centraide Canada
Alicia Vandermeer, Chief of Visitor Experience and Exhibitions, Art Gallery of Ontario
Alexandra Conliffe, Vice President Operations, Engineers Without Borders Canada

7:00pm - Breakout sessions with 4 core teams to support each charity - huddle and strategize for the
9:00pm next day, as well as socialize to get to know each other

Saturday, November 2

9:00am Teams assemble and start diving into data - analyzing and problem solving

11:30am Teams break for words of encouragement from a colleague in the UK who led a similar data analysis volunteer event last year

12:00pm Lunch and a check-in with the teams

10:00pm Teams wrap up for the night

Sunday - November 3

9:00am Teams reconvene to finalize their presentations of their results

10:00am Each team presents their findings and recommendations for each of the charities for approx. 20 minutes each

Closing remarks by Kevin O'Brien, Chief Commercial Officer, Aeroplan

12:00pm Event wraps up

Location: **MaRS Collaboration Centre**, The MaRS Centre, South Tower, ROOM CR2 & CR3, 101 College Street, Toronto.

Various executives from Aimia and each of the charitable organizations will be dropping in throughout the weekend. Members of the media interested in visiting the event can contact JoAnne Hayes at joanne.hayes@aimia.com.

For live updates be sure to follow us on Twitter at [@AimiaInc](https://twitter.com/AimiaInc), hashtag #AimiaEvents.

About Aimia in Canada

Aimia, a global leader in loyalty management, has unique capabilities and proven expertise in delivering proprietary loyalty services, launching and managing coalition loyalty programs, creating value through loyalty analytics and driving innovation in the emerging digital and mobile spaces. In Canada, Aimia owns and operates Aeroplan, Canada's premier coalition loyalty program, as well as a proprietary loyalty division that designs, launches and operates new client programs. Aimia also offers world-class data analytics through its Intelligent Shoppers Solutions suite of tools and has a minority position in Cardlytics, a pioneer of transaction-driven marketing in banking. For more information, please visit: www.aimia.com.

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