

Aimia Inc.

Aeroplan to Match Aeroplan Miles Donations to its 10 Beyond Miles Charitable Partners

More than 15.7 million miles donated last year by Aeroplan and its members

MONTREAL, Feb. 17, 2016 /CNW Telbec/ - Aeroplan today announced that it will match all miles donated by members to each of the 10 Beyond Miles charitable partners as part of the 2016 "Aeroplan Match Weeks." Miles will be matched on a one-for-one basis up to 500,000 Aeroplan Miles for each Beyond Miles partner organization. This year, each organization has chosen its own match week and in turn, Aeroplan will match miles during the specified period.

"We are truly amazed by the generosity of our members," said John Boynton, Chief Marketing Officer, Aeroplan. "In 2015, Aeroplan and its Members donated more than 15.7 million miles to our Beyond Miles partners during Aeroplan's Mile Match Weeks. Members can donate to the organization they feel most passionate about and every mile has a major impact to each of these charities that influence positive change here in Canada and in communities across the world. Our partners would not be able to meet some of their goals without the support of Aeroplan Miles and we're proud to help our members make a difference and share in what is truly important to them."

The organizations use Aeroplan Mile donations to offset travel costs including flights, hotel accommodation and car rentals for projects they work on here in Canada and across the globe. To donate miles, members simply visit www.aeroplan.com/donate.

"Aeroplan Miles are precious to the Stephen Lewis Foundation," said Ilana Landsberg-Lewis, Executive Director, Stephen Lewis Foundation. "Canadians have been tremendously generous in donating their Aeroplan Miles, and this brilliant matching initiative doubles their efforts. The miles go to support a critical component of our work: creating opportunities for African community leaders on the frontlines of the AIDS pandemic to share first-hand their sophisticated work holding back the ravages of AIDS. Our partners in Africa are always delighted to hear that the Foundation uses Aeroplan Miles to purchase flights, as it enables more financial support to go directly to their work transforming the lives of grandmothers, women, and children."

Aeroplan's Mile Matching Weeks will be held during the following timeslots in 2016:

The Stephen Lewis Foundation (February 22 - 28) - The Stephen Lewis Foundation works with community-level organizations which are turning the tide of HIV/AIDS in Africa by providing care and support to women, orphans, grandmothers and people living with HIV and AIDS.

David Suzuki Foundation (February 29 - March 6) - The David Suzuki Foundation's mission is to protect the diversity of nature and our quality of life, now and for the future.

Médecins Sans Frontières/Doctors Without Borders (MSF) (April 11 - 17) - MSF provides medical care to people caught in many kinds of catastrophes around the world, including armed conflicts, natural disasters such as floods and earthquakes, epidemics of disease and malnutrition crises.

War Child Canada (June 6 -12) - War Child helps rebuild war-affected communities to provide the support necessary for children to experience a stable childhood.

Free The Children (August 22 - 28) - Free The Children is an international charity that partners with communities to help lift themselves out of poverty using a holistic, sustainable five-pillar development model.

Engineers Without Borders (September 19 - 25) - Engineers Without Borders Canada invests in people who can create a thriving and sustainable world, where everyone's basic needs are met and where everyone can grow to their full potential.

Veterinarians Without Borders (October 3 - 9) - Veterinarians without Borders -Canada works with those in need to foster the health of animals, people and the environments in which they interact.

Schools Without Borders (October 31 - November 6) - Schools Without Borders' mission is to change the face of education by taking learning outside of the classroom and into the world.

MusiCounts (November 21 - 27) - MusiCounts' mission is to ensure that children in Canada, regardless of socio-economic circumstances and cultural background, have access to music programs through their schools and communities.

The Air Canada Foundation (December 5 - 11) - Through the Air Canada Foundation's Hospital Transportation program, The Air Canada Foundation helps sick children reach medical treatment not available in their community.

Since the program was launched in 2006, more than 511 million Aeroplan Miles have been donated by members. Beyond Miles partners use Aeroplan Miles to offset costs related to travel by air as well as hotel accommodations and car rentals. Aeroplan offsets 100 per cent of all carbon emissions from flights taken by Beyond Miles partners using donated miles. Aeroplan Members can also automatically donate two percent of all miles accumulated to any Beyond Miles partner of the member's choice. Members interested in donating two percent of their Aeroplan Miles simply visit their profile page on aeroplan.com, select the donation opt-in and the Beyond Miles partner they would like their miles to go to. In addition, Aeroplan also has a Charitable Pooling program that allows members to use miles to support local grass roots charities in need. More information is available at www.aeroplan.com/donate.

Aeroplan's Beyond Miles program and other community investment initiatives can be found on Twitter. Follow us at: <http://twitter.com/BeyondMiles>.

About Aeroplan

Aeroplan, Canada's premier coalition loyalty program, is owned by Aimia Inc., a data-driven marketing and loyalty analytics company.

Aeroplan's millions of members earn Aeroplan Miles with its growing network of over 75 world-class partners, representing more than 150 brands in the financial, retail, and travel sectors.

In 2015, approximately 2.6 million rewards were issued to members including 1.9 million flights on Air Canada and Star Alliance carriers which offer travel to more than 1,300 destinations worldwide. In addition to flights, members also have access to over 1,000 exciting specialty, merchandise, hotel, car rental and experiential rewards.

For more information about Aeroplan, please visit www.aeroplan.com or www.aimia.com.

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