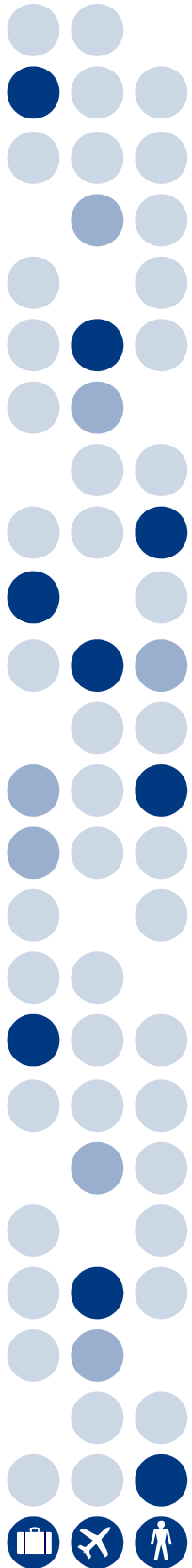




# Marketing Support

## London Launch



# The London Daily News

No. 1; Vol: 1

Sunday, April 1, 2007

Price: Free

## EXTRA! EXTRA!

### Non-Stop Edmonton-London Service Goes Daily!

Edmonton Airports and Air Canada are pleased to announce that daily non-stop service between Edmonton International Airport and London-Heathrow has commenced on this first day of April in the year two thousand and seven.

Air Canada's refurbished Boeing 767-300ER aircraft, featuring personal entertainment systems at every seat and lie-flat beds in Executive First™, will depart from the City of Edmonton and, following a general north eastward direction, will cross the North American continent and traverse the entire North Atlantic Ocean before landing at London's glorious Heathrow Airport. Refurbished aircraft may not be available on all flights.

Then, once sufficient time has past for refueling, reloading and other activities necessary for the safe and efficient operation of a trans-Atlantic carrier,



This pattern of departures and returns will henceforth, effective immediately, occur each and every day!

Air Canada initiated the non-stop air service between Alberta's glorious capital city and regal London in the autumn of last year. Three times per week for the past five months, travellers have voyaged from Edmonton to London and vice versa enjoying the convenience of travelling between the two cities without touching down anywhere en route. The response from travellers wanting to traverse the Atlantic with the greatest of ease has been so great that Air Canada has seen fit to increase the frequency to once per day.



#### Edmonton-London Facts

London-Heathrow is a major international hub with convenient connections to Europe, the Middle East and Africa.

Edmonton International Airport is the fastest growing major airport in all of Canada, serving more than 5 million citizens per year!

Edmonton, the glorious capital city of the Province of Alberta, has been designated Culture Capital of Canada for the year 2007.

The Province of Alberta is named after Princess Louise Caroline Alberta (1848-1939), the fourth daughter of Queen Victoria.

London is the capital city of England and the entire United Kingdom.

Greater London has a population of approximately 12 million souls.

Greater Edmonton has a population of 1 million citizens and is the northernmost major city in North America.

Edmonton, Alberta shares a name with Edmonton, London, a district in the Borough of Enfield.

The distance between these two great capitals is 6,760 kilometers.

It takes about 8.5 hours travelling at great speed for Air Canada's aircraft to bridge the distance between the two cities.

Citizens of both cities and the magnificent surrounding areas can now travel directly between these two glorious capital cities non-stop!

AIR CANADA 

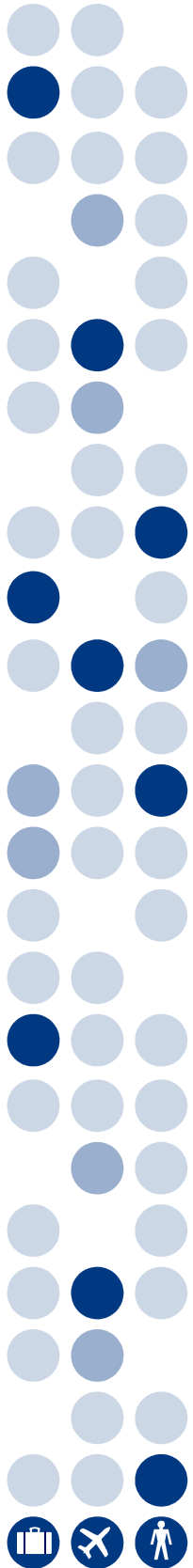


Edmonton International Airport World's Gateway to the North



# Marketing Support

## London Phase 2



Find the world **closer**  
to home — and win!

**CLICK YOUR WAY TO FABULOUS LONDON.**

Fly daily to [www.edmontonjournal.com/closer](http://www.edmontonjournal.com/closer). Match new weekly visual clues to key messages and be entered to win weekly prizes as well as our **grand prize trip for two to London, England!** Six weeks. Six clues. The more times you enter, the greater your chances to win. See online for details.

GRAND PRIZE   
Enter online at  
[www.edmontonjournal.com/closer](http://www.edmontonjournal.com/closer)

EDMONTON TO LONDON. NOW DAILY WITH AIR CANADA.





# Marketing Support Los Angeles Launch



**Enter to Win!**  
a trip for 4 to Los Angeles

Trip includes return air transportation for 4 from Edmonton to Los Angeles plus \$1000 CDN spending money. Approximate value \$3000.

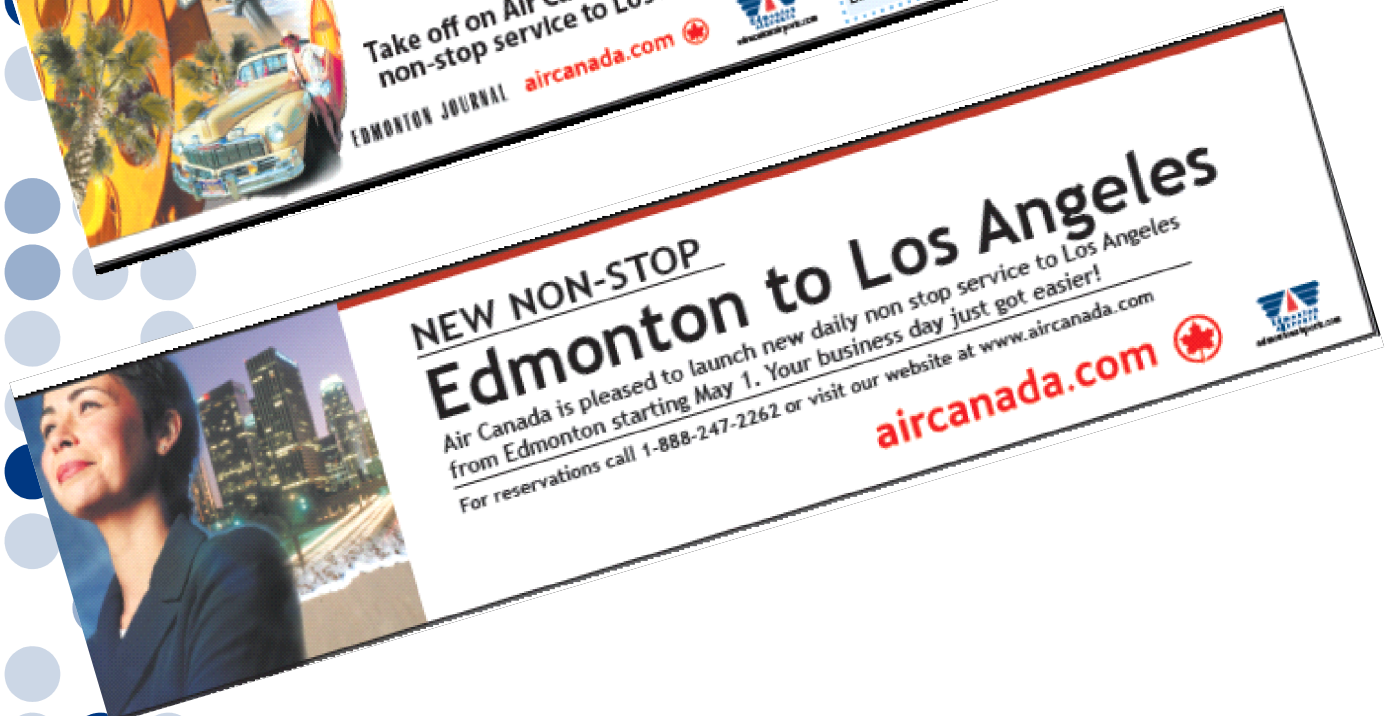
Complete this entry form and send to "Fly Away to LA" Contest, Edmonton Journal, 10008-101 Street, Edmonton, AB T5J 0S1. Contest entry deadline Fri, May 12, 2016.  
Enter online at [www.edmontonjournal.com](http://www.edmontonjournal.com)  
Rules and Regulations available at the Edmonton Journal or online at [www.edmontonjournal.com](http://www.edmontonjournal.com).

Name: \_\_\_\_\_ Prov \_\_\_\_\_ PC \_\_\_\_\_  
Address: \_\_\_\_\_ (Bus) \_\_\_\_\_  
City: \_\_\_\_\_  
Phone: (Day) \_\_\_\_\_  
Email: \_\_\_\_\_

**FLY Away to LA**

Take off on Air Canada's new daily non-stop service to Los Angeles!!

EDMONTON JOURNAL [aircanada.com](http://aircanada.com)



**NEW NON-STOP  
Edmonton to Los Angeles**

Air Canada is pleased to launch new daily non stop service to Los Angeles from Edmonton starting May 1. Your business day just got easier!

For reservations call 1-888-247-2262 or visit our website at [www.aircanada.com](http://www.aircanada.com)

[aircanada.com](http://aircanada.com)





# Marketing Support Chicago Launch



Chicago. A leading global business center, with a diverse, powerhouse economy. A tourism renaissance, renowned shopping, dining, museums, architecture, theater, music (ever heard of the blues?) and more.

United Airlines has announced nonstop, twice-daily regional jet-service from Edmonton to Chicago, commencing October 4th. Now you can access more than 60 one-stop destinations through the Chicago service marks the 8th US nonstop destination from Edmonton.

The new service will launch with 2 daily flights departing Edmonton at 8:10 a.m. and 3:35 p.m. on the new 70 seat Canadair Regional Jet (CRJ), known for its comfort, speed and fuel efficiency.

**ADDED VALUE!** Customers have the option to earn and redeem either United's Mileage Plus® or Air Canada's Aeroplan® miles on these flights.

**For business. For pleasure. Chica-GO! It's your kind of Chicago.**

**Enter To Win!**  
**A CHICAGO GETAWAY**

Includes round trip airfare for two, 2 nights accommodation at the beautiful Sutton Place Hotel, \$1000 CDN spending money and great attractions discounts and offers from Chicago Tourism. Value \$3500. Rules and regulations available at the Edmonton Journal and Global.

Entry Deadline is Tuesday, Oct. 12, 2004. Mail or deliver this entry form to: "Chicago", Edmonton Journal, 10005-101 Street, Edmonton, AB T5J 0S1. Entries will also be made available during the October 8th Centennial event on Sir Winston Churchill Square, in the Edmonton Airports Kids' Tent. To enter online visit [www.edmontonairports.com](http://www.edmontonairports.com).

Name: \_\_\_\_\_  
Address: \_\_\_\_\_  
City: \_\_\_\_\_ Prov \_\_\_\_\_  
P.C. \_\_\_\_\_  
Phone: (Res) \_\_\_\_\_ (Bus) \_\_\_\_\_  
Email: \_\_\_\_\_



United Airlines recently announced that regional partner United Express will add twice-daily, nonstop service from Edmonton, Alberta to its largest hub Chicago, Illinois, on **October 4, 2004**. Tickets are now on sale.

Depart Edmonton	Arrive Chicago
8:10 a.m.	12:33 p.m.
3:20 p.m.	7:43 p.m.

This United Express service will provide travellers with convenient one-stop access to more than 60 destinations within the United States and internationally to cities in Europe, Latin America and the Pacific. These travellers also will have the opportunity to collect and use frequent-flier miles in either United's Mileage Plus® program or Air Canada's Aeroplan® program.

Depart Chicago	Arrive Edmonton
11:55 a.m.	2:35 p.m.
7:40 p.m.	10:20 p.m.

Equipment: 70 seat Canadair Regional Jet (CRJ)  
Flight times are subject to change.  
Please confirm departure and arrival times with your travel agent.



# Marketing Support

## San Francisco Launch

**Take your heart to San Francisco Contest**

**NEW!**  
Fly non-stop with **UNITED** daily to San Francisco  
Starting Wednesday, February 8, 2006

Depart Edmonton 7:55 a.m.	Arrive San Francisco 9:55 a.m.	Depart San Francisco 6:10 p.m.	Arrive Edmonton 10:06 p.m.
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Travellers also will have the opportunity to collect and use frequent-flyer miles in both program and Air Canada's Aeroplan® program. For reservations call 1-800-UNITED-1

**Win a trip to San Francisco for you & your valentine**

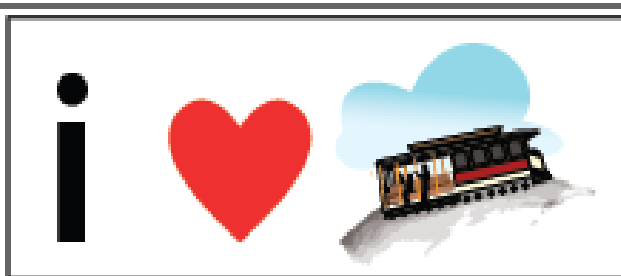
**Take your heart to San Fran**

Clip out & paste the San Francisco items found elsewhere in today's Journal

Name: \_\_\_\_\_  
Address: \_\_\_\_\_  
City: \_\_\_\_\_ Prov: \_\_\_\_\_  
DC: \_\_\_\_\_  
Phone: (Fax) \_\_\_\_\_ (Cell) \_\_\_\_\_  
E-mail: \_\_\_\_\_

www.edmontonairports.com  
Date of birth: \_\_\_\_\_  
We're looking for you!  
Date of birth: \_\_\_\_\_  
Date of birth: \_\_\_\_\_  
Date of birth: \_\_\_\_\_  
Date of birth: \_\_\_\_\_

UNITED JOURNAL UNITED AIRLINES



**Take your heart to San Francisco!**  
♥ win a trip for you & your valentine ♥

**NEW!**

## Fly non-stop with United Airlines daily to San Francisco

starting Wednesday, February 8, 2006

Depart Edmonton 7:55 a.m.	Arrive San Francisco 9:55 a.m.	Depart San Francisco 6:10 p.m.	Arrive Edmonton 10:06 p.m.
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UNITED  
united.ca  
edmontonairports.com

Travellers also will have the opportunity to collect and use frequent-flyer miles in both United's Mileage Plus® program and Air Canada's Aeroplan® program. For reservations call 1-800-UNITED-1 or visit [www.united.ca](http://www.united.ca)

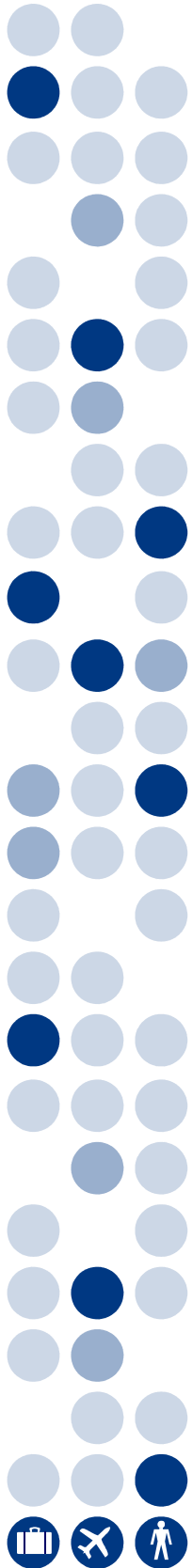
**Take your heart to San Francisco** Win a trip for you and your valentine to San Francisco!  
Look for contest details in tomorrow's Edmonton Journal or go online to [www.edmontonairports.com](http://www.edmontonairports.com)





# Marketing Support

## Ongoing advertising programs



**More seats to Victoria...**

and Abbotsford, Calgary, Fort McMurray, Grande Prairie, Halifax, Hamilton, Kelowna, Los Angeles, San Francisco, Toronto, Vancouver, Winnipeg and Yellowknife.

[flyedmonton.com](http://flyedmonton.com)  
It means the world.

This summer, Edmonton International Airport will offer more flights and seats to more destinations than ever. With over 40 non-stop destinations and daily non-stop service to nine U.S. hubs, you can definitely get there from here.

Contact your travel agent or visit [flyedmonton.com](http://flyedmonton.com) for more information.

**More seats to Toronto...**

and Abbotsford, Calgary, Fort McMurray, Grande Prairie, Halifax, Hamilton, Kelowna, Los Angeles, San Francisco, Vancouver, Victoria, Winnipeg and Yellowknife.

[flyedmonton.com](http://flyedmonton.com)  
It means the world.

This summer, Edmonton International Airport will offer more flights and seats to more destinations than ever. With over 40 non-stop destinations and daily non-stop service to nine U.S. hubs, you can definitely get there from here.

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