AIR CANADA

News Releases

Strait Crossing Bridge Limited Announces Further Details on BridgeFest 150

SUMMERSIDE, PE, April 27, 2017 /CNW Telbec/ - The BridgeFest 150 organizing committee is pleased to announce today further programming and more exciting news about the June 16 to 18, 2017 Canada 150 event.

As we ramp up to the IWK Run for Families on June 18 we are pleased to present the Run Shirt and Medal available to all run participants in either the half-marathon, 10k or 5k run. Both items are a unique memento of this Canada 150 event on the Confederation Bridge. These can be seen at bridgefest150.com along with detailed run maps.

As well, prize incentives have been released by the IWK Foundation for all participant fund raising efforts. This includes incredible prizes from our major sponsors such as Air Canada Foundation, Atlantic Superstore and Via Rail, to name a few.

"The IWK Run for Families is a once-in-a-lifetime event that will allow participants from the Maritime community and across the country to get active in support of the IWK," says Laura Gillam, Vice President Philanthropy and Donor Experience, IWK Foundation. "We are excited to announce our amazing fundraising prizes for the walkers and runners. Through their support, patients and families in our region will continue to have access to the specialized care they rely on, right in the Maritimes."

"The Air Canada Foundation has had a long standing relationship with the IWK and a proud supporter as the health and well-being of children is a cause close to our hearts," said Priscille LeBlanc, Chair of the Air Canada Foundation. "Over and above our annual pledge of support to the IWK, our presenting sponsorship of the IWK Run For Families reinforces our commitment to ensuring that children in the Maritime communities we serve have access to quality health care."

Additional programming being released today at bridgefest150.com includes details on how to take part in bridge tours, boat tours and helicopter rides.

As well, we are pleased to announce various mainstage activities, presented by ScotiaBank, including music and dance, featuring local artists such as Gadelle, Meaghan Blanchard and More Soul!

On to food and nutrition, we are very excited to announce the participation of Chef Michael Smith who will be taking the high road to the navigational span for Oyster-palooza!

Additionally, Atlantic Superstore will be presenting a major component of fairground activities with exciting food and nutrition ideas found around the dinner table all across the country.

"Canadians have always been a nation of food lovers and with Presidents Choice Canada's number one brand, we will showcasing our Canada 150 theme of #EatingTogether", said Mark Boudreau, Director of Corporate Affairs at Loblaw Atlantic. "We have big plans for BridgeFest that will allow us to celebrate with thousands of people our diverse culinary landscape and celebrate that great Canadian tradition of sharing. We are also pleased to once again collaborate with the IWK. Atlantic Superstore has a long tradition (over 30 years) of supporting our communities and we are particularly proud to continue this partnership."

We did not forget the kids, of all ages! A major inflatables park, petting farm, performances by the Confederation Players, the list goes on and includes a major display from the Hockey Hall of Fame and related hands-on games! To complete Dad's special day, we are also presenting a concours car show surely to please all car enthusiasts!

BridgeFest 150! Join us for the main Canada 150 event of the Maritimes. It kicks off with a spectacular fireworks display on Friday June 16, followed by a major concert in Summerside on June 17 featuring Burton Cummings with special guests Jimmy Rankin and Makayla Lynn. Then it's time to get up early on June 18 to walk and or run on the Confederation Bridge and have fun at the fairgrounds. All details can be found at bridgefest150.com

"I am pleased that the Canada 150 Fund can help support events like BridgeFest 150. This will be a wonderful opportunity for Islanders of all ages to celebrate all that it means to be Canadian. As Prince Edward Island is the birthplace of Confederation,

Canada's 150th anniversary holds a special place in the hearts of Islanders." – Sean Casey, MP for Charlottetown and Parliamentary Secretary to the Minister of Canadian Heritage

"The Confederation Bridge is one of the Island's most iconic and recognizable features, and it's a big part of what makes our Island unique as a tourism destination," said Minister of Economic Development and Tourism Heath MacDonald. "BridgeFest is an excellent opportunity to highlight the importance of the bridge, while providing a great product to attract visitation, especially in the earlier part of the season."

BridgeFest 150 is brought to you by the Confederation Bridge and is funded in part by Canada 150, Tourism PEI and the City of Summerside. As well, BridgeFest 150 acknowledges the support from the private sector beginning with the presenting sponsor Air Canada Foundation, Atlantic Superstore and many others.

For more information about BridgeFest 150, visit www.bridgefest150.com.

About BridgeFest 150
Schedule of Events in attachment

About SCBL
Strait Crossing Bridge Limited is responsible for operating and maintaining the Confederation Bridge until the year 2032 under an Agreement with the Government of Canada. For more information visit www.confederationbridge.com.

About the IWK Foundation
The IWK Health Centre is the Maritime region's leading health care and research centre dedicated to the well-being of women, children, youth and families. In addition to providing highly specialized and complex care, the IWK provides certain primary care services and is a strong advocate for the health of families. The IWK is a global leader in research and knowledge sharing, and a partner in educating the next generation of health professionals. Visit www.iwk.nshealth.ca for more information.

About the Air Canada Foundation
The Air Canada Foundation, a not-for-profit organization focused on the health and well-being of children and youth, was launched in 2012. It offers financial and in-kind support, through travel assistance, to Canadian registered charities. Its core program is the Air Canada Foundation Hospital Transportation Program, which donates Aeroplan Miles to pediatric hospitals across Canada, enabling children to access medical care unavailable locally. For more information about the Air Canada Foundation, please visit www.aircanada.com/foundation or the 2015 Corporate Sustainability Report: Citizens of the World, online at www.aircanada.com/en/about/corp_sustainability.html

About Atlantic Superstore
Atlantic Superstore is an Atlantic region banner store for Loblaw Companies Limited. Loblaw is Canada's food and pharmacy leader, the nation's largest retailer. Loblaw provides Canadians with grocery, pharmacy, health and beauty, apparel, general merchandise, banking, and wireless mobile products and services. With more than 2,400 corporate, franchised and Associate-owned locations, Loblaw, its franchisees, and Associate-owners employ almost 200,000 full and part-time employees, making it one of Canada's largest private sector employers.

SOURCE IWK

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