

## *Air Canada musically transports you to Amsterdam, Barcelona and Paris with musical travel guides*



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- *Air Canada partners with renowned Québec artists Charlotte Cardin, Alexandra Stréliski and Sarahmée.*
- *New platform will highlight three European cities and the music the artists listen to while visiting*
- *Playlists will be available on Air Canada's enRoute website and on Spotify*

*With its **Un air de chez nous** platform, Air Canada celebrates Québec culture by launching three musical guides created in collaboration with renowned Québec artists. Charlotte Cardin, Alexandra Stréliski and Sarahmée each present their beloved European city with a carefully curated musical playlist designed with their favourite places in mind.*

*Charlotte Cardin invites us into the intimacy of her home-away-from-home in Paris, while Sarahmée lets us tag along on her breathtaking adventures in Barcelona and Alexandra Stréliski gives us a taste of Amsterdam's eclectic vibe. These musical travel guides are available on Air Canada's enRoute website and on Spotify, beginning today, and offer a timely source of inspiration for travellers planning their summer travels to the old continent.*

*"Music is a powerful means of exploration: We listen to music on our way to our destination, but it also has the capacity to call up memories and to take us back to specific moments during our travels, just like flavours and sensations do," explains **Martine Boulerice, Director, Brand Marketing – Québec and Aeroplan, at Air Canada.** "This is the insight at the base of the idea of working with Québec artists, to inspire and guide people who are discovering or rediscovering Europe this summer. In addition to sharing their favourite places and personal anecdotes with us, these artists take us on a journey with their highly inspiring musical selections."*

These three accomplished and very successful artists have had the opportunity to immerse themselves in and discover the many hidden treasures of great European cities. Their travel guides offer a reflection of their unique, personal experiences, packed with great recommendations for must-see places, all brought to you by Air Canada. Paris, Barcelona and Amsterdam are among the 20 European destinations that are just a non-stop Air Canada flight away from Montréal.

### **Charlotte Cardin presents Paris**

Whether you're looking for the perfect café for a luscious flat white or the best place for a leisurely Sunday brunch, for two or for the whole family, the Montréal singer will lead you there, as if you were joining in on her own personal exploration of the City of Light. "I always take my friends and family members to Hôtel Amour because, for me, it's the perfect place for a lovely brunch on a plant-filled terrace that somehow feels both private and lively," says **Charlotte Cardin**, introducing a ballad that is close to her heart.

### **Alexandra Strélski presents Amsterdam**

"You really can't go to the Netherlands without thinking about cycling. If there is one thing I recommend, it's to get on a bicycle! [...] I chose a Dutch artist that I have just discovered and that I like a lot. There is a very relaxing side to what she does that makes you feel like heading off on a ride and letting your thoughts flow free," confides **Alexandra Strélski**, and this light melodic track definitely gives us the urge to explore Amsterdam!

### **Sarahmée presents Barcelona**

Sarahmée's playlist showcases the richness and splendour of Barcelona. She takes us to the narrow streets of Poble Nou, an iconic neighbourhood covered with magnificent frescos. "You really understand a city when you discover its street art [...] When I see art, it really does my soul good. And this song has the same effect," proclaims **Sarahmée**, speaking of a track from another of our very own artists.

## **About Air Canada**

Air Canada is Canada's largest airline, the country's flag carrier and a founding member of Star Alliance, the world's most comprehensive air transportation network. Air Canada provides scheduled service directly to more than 180 airports in Canada, the United States and Internationally on six continents. It holds a Four-Star ranking from Skytrax. Air Canada's Aeroplan program is Canada's premier travel loyalty program, where members can earn or redeem points on the world's largest airline partner network of 45 airlines, plus through an extensive range of merchandise, hotel and car rental partners. Through Air Canada Vacations, it offers more travel choices than any other Canadian tour operator to hundreds of destinations worldwide, with a wide selection of hotels, flights, cruises, day tours, and car rentals. Its freight division, Air Canada Cargo, provides air freight lift and connectivity to hundreds of destinations across six continents using Air Canada's passenger and freighter aircraft. Air Canada aims to achieve an ambitious net zero emissions goal from all global operations by 2050. Air Canada shares are publicly traded on the TSX in Canada and the OTCQX in the US.

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