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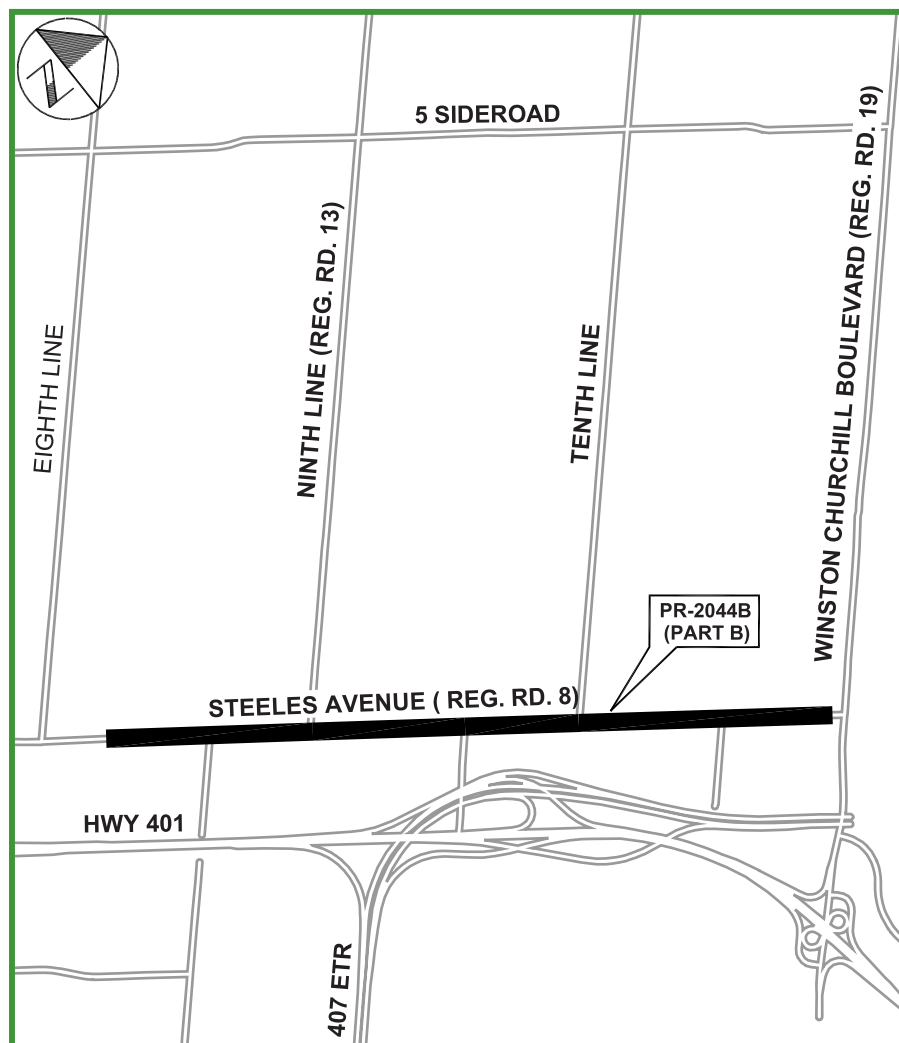


Halton.ca ☎ 311

Notice of Construction

Reconstruction of Steeles Avenue (Reg. Rd. 8) Phase B from Eighth Line North to 160m West of Winston Churchill Boulevard

Town of Halton Hills



Contract Number: R-2044B (PART B)-2014
Scheduled Start Date: May 2014
Scheduled Completion Date: July 2015
Project Manager: Bob Wicklund
905-825-6000 x 7607
Bob.Wicklund@halton.ca



Please contact us as soon as possible if you have any accessibility needs at Halton Region events or meetings.

080514

Shop.ca links up with Aeroplan

Buy, buy, fly.

That's likely to be the new mantra for customers of Shop.ca after the Internet retailer announced it has inked a deal with Aeroplan.

Shop.ca, which is Canada's largest online marketplace, says it has entered into a partnership with Aeroplan that will see the loyalty program's members earn miles on every purchase they make on its site.

The multi-year deal will give Aeroplan members 1 mile for every dollar they spend at Shop.ca. Members of Aeroplan's Distinction program will earn 2 miles for each dollar.

However, to mark the start of their partnership, until May 16 each dollar spent will earn Aeroplan members 15 bonus miles, with Distinction members earning 16.

Kevin O'Brien, chief commercial officer at Aeroplan, said the partnership would bring unique benefits to its members.

"The team at Shop.ca has proven they are here for the long-term and are

the perfect partner for us to further strengthen our presence in an online marketplace space in Canada," he said.

Launched in 2012, Shop.ca is now one of the most visited Canadian-owned eCommerce sites and has more than 3 million products on its digital shelves.

Torstar, which is the parent company of this newspaper, is a major investor in the site.

Shop.ca founder and chief executive Drew Green said the deal would provide an additional incentive for shoppers, alongside the site's guarantee of free shipping and free returns. "We wanted to make shopping better for Canada and we think this relationship is a massive step in our journey," he said.

Aeroplan, which was originally founded as the loyalty program for Air Canada in 1984 but is now a separate company, says that last year it issued approximately 1.5 million reward flights on Air Canada and the airline's Star Alliance partners.

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