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Press Release

## **Facebook Friends Vote Air Transat as the Best Airline for Family Travel**

*Canada's leading holiday airline earns strong support from a loyal legion on routes to Europe, the Caribbean, and Mexico.*

Shorewood, Wisconsin (March 29, 2011) – Canada's Air Transat came out on top as travelers from all over the world voted in a first-ever poll on Facebook to select the best airline for family travel. Nearly 2,000 Facebook friends considered the services provided by six airlines: Air Transat, Emirates, Jetstar, Kingfisher, Qatar, and TAM. The top three in the March 3-29 poll were:

- **1<sup>st</sup> place with 49% of votes:** Air Transat's Kids Club invites children to enjoy benefits such as a welcome kit, dedicated airport counters, prize drawings, and an onboard birthday celebration.
- **2<sup>nd</sup> place with 23% of votes:** Kingfisher's Little Wings program allows kids to collect backpacks, model aircraft, and watches based on flights flown, and to enjoy an inflight magazine oriented to kids.
- **3<sup>rd</sup> place with 19% of votes:** The TAM Kids program makes aviation fun with a website, Kid Captain badge, and an invitation to make inflight announcements and help attendants deliver candies.

"All of the airlines in the poll provide exceptional services to cater to the needs of family travelers. It's very apparent by the comments posted by Facebook friends that these consumers have a strong bond with their favorite airline for family travel," said Jay Sorensen, president of the Kids First Fund. "In particular, Air Transat has tapped a strong reservoir of support through its Kids Club initiative."

"For nearly 25 years now, children and families have been a top priority for Air Transat. As Canada's number one holiday airline, we make it part of daily life to surpass customer expectations. "And we have delivered the goods on many fronts with the Kids' Club and our partnerships with children's charities in Canada and overseas," said Allen B. Graham, President and CEO of Air Transat.

A complete list of the family-friendly services provided by the six airlines is available to reporters as a 6-page PDF upon request and includes contact information for airline representatives.

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Today's conclusion of the polling process represents the beginning of another travel-related initiative for the Kids First Fund. The 7<sup>th</sup> annual **International Online Travel Auction for Kids** begins with an array of airline tickets and hotel stays from a worldwide list of travel partners: Air Arabia, Air Transat, AirAsia X, airBaltic, AirTran, Alaska Airlines, Allegiant Air, Avis Rent a Car, Budget Rent a Car, Choice Hotels International, Delta SkyMiles, Hilton HHonors, Pegasus Airlines, SATA Air Acores, Spirit Airlines, Tiger Airways, and Wyndham Hotels & Resorts.

The **International Online Travel Auction for Kids**, which has become the world's largest travel event to benefit children, ends on April 18, 2010. Auction items include business class travel with lie-flat seating on AirAsia X between Paris and Asia, frequent flier miles from Delta Air Lines, car rental certificates from Avis and Budget, blackout-free travel to Hawaii courtesy of Alaska Airlines, and a 5-night stay at a hotel within the Hilton Worldwide portfolio. The auction operates as three individual one-week events and may be accessed by visiting [www.KidsFirstAuction.com](http://www.KidsFirstAuction.com)

**About the Kids First Fund:** The Kids First Fund helps abused and abandoned children. We protect children from abuse. We empower young adults to seek a positive future. We strengthen families. We build awareness of child abuse. We operate in countries where resources are limited. The Kids First Fund does not incur any expenses, since all staffing and services are donated. The organization has been granted special consultative status with the Economic and Social Council of the United Nations. Learn more at [KidsFirstFund.org](http://KidsFirstFund.org).

