

# NEWS RELEASE



## OLYMPIC MURAL UNVEILED AT TORONTO PEARSON

*July 15, 2009*

**TORONTO**—Driving along the approach road to Terminal 1, it has become clear that the Olympic spirit has arrived at Toronto Pearson.

Last month, to commemorate their sponsorship of the 2010 Vancouver Olympics, Air Canada installed a 258' x 51' Olympic mural along the entire glass wall of Terminal 1's grand hall. The mural features Olympic and Paralympic athletes in action.

The GTAA is pleased to have such a prominent display of support of Canadian Olympic athletes at Toronto Pearson.

"The 2010 games in Vancouver will be Canada's games and we're excited here in Toronto about helping to spread the Olympic fever and welcome the world," said Lloyd McCoomb, President and CEO of the GTAA. "We hope that the thousands of people that drive by this mural every day will take with them the knowledge that Toronto Pearson supports our Canadian athletes and wishes them much success in Vancouver."

Air Canada's mural is one of the largest in Canada covering approximately 12,489 square feet.

"As the Official Airline of the Vancouver 2010 Olympic and Paralympic Winter Games, Air Canada is showing its passion for the Games to travellers across Canada and the world with this football-field-sized mural at Toronto Pearson International Airport, the largest hub in our global network. Toronto Pearson will play a pivotal role next winter, ensuring athletes, their supporters and fans from all countries connect seamlessly while travelling to and from the Games. This mural is therefore also a sign to our customers and fans of the Olympic Games that Air Canada is ready to play its part hosting the world next February," said Ben Smith, Executive Vice President and Chief Commercial Officer at Air Canada.

The mural was installed in 12 days over a period of 200 hours. Installation and production was executed by Clear Channel Outdoor.

“The Air Canada wallscape at Toronto Pearson is the largest in Canada and is proof of the power of Out-of-Home to innovate through the use of existing architectural elements to execute powerful media campaigns,” said Alain Simard, VP of Marketing & Eastern Region, Clear Channel Outdoor.

The GTAA is the non-share, not for profit authority that operates Toronto Pearson. All revenue generated by the GTAA is reinvested back into the airport. In 2008, 32.3 million passengers travelled through Toronto Pearson.

Montréal-based Air Canada provides scheduled and charter air transportation for passengers and cargo to more than 170 destinations on five continents. Canada's flag carrier is the 13th largest commercial airline in the world and serves 33 million customers annually. Air Canada is a founding member of Star Alliance, providing the world's most comprehensive air transportation network for Canadian domestic, transborder and international travel. Air Canada aircraft offer customers individualized seatback in-flight entertainment systems with hundreds of hours of digital audio-visual entertainment. As well, customers can collect Aeroplan miles for future awards through Canada's leading loyalty program.

Clear Channel Outdoor Company Canada is one of the country's fastest growing out-of-home advertising companies. The company manages a national network of malls, airports, transit, spectacular signage and digital displays. With a presence in 55 markets in major urban and regional centres across the country, the company also operates Canada's first airport television news network; CBC News Express. More information may be found by visiting [www.clearchanneloutdoor.ca](http://www.clearchanneloutdoor.ca).

**Contact:** GTAA Media Office (416) 776-3709

Air Canada – Peter Fitzpatrick - (416) 263-5576

Clear Channel - Alain Simard, VP of Marketing & Eastern Region (450) 928-0800