
NEWS RELEASE

Abbotsford Airport Launches YXX Rewards Program

Abbotsford, December 12, 2011 – The Abbotsford International Airport is pleased to announce the launch of YXX Rewards, a new rewards program for airport travelers, announced Dave Holmberg, chair of the Abbotsford Airport Authority.

Each time a YXX rewards member flies out of Abbotsford Airport, their name will be entered into a weekly sweepstakes prize draw. Prizes include round-trip tickets on WestJet, gift baskets, iPods, concert tickets, Abbotsford Heat tickets, restaurant gift cards, and more!

“We are excited to launch this new program, which is the first of its kind in Canada,” said Holmberg. “Customer loyalty is extremely important to us since it’s the good folks of the Fraser Valley and the Greater Vancouver Metropolitan area that makes this airport what it is.”

Four kiosks have been installed in the airport, two in the guest check in area for program registration, and two in the departures airside lounge for both registration and entry into the sweepstakes.

Registration in the YXX rewards program is free of charge, and guests can register online at www.yxxloyalty.ca or at any of the Abbotsford Airport Terminal kiosks. Rewards keytags are available for pick up after registration at the Abbotsford Airport administration office.

To be entered into the weekly sweepstakes, guests can either scan their rewards card at the departures kiosk stations, or they can simply login using their username and password.

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Abbotsford International Airport is the Fraser Valley’s regional airport and serves over 500,000 passengers annually from Surrey to Hope. Conveniently located off the trans-Canada highway, Abbotsford International offers daily service to Edmonton, Calgary and Vancouver Island as well as a seasonal service to Mexico. With close, affordable parking, on-site wi-fi service, and self-serve check in kiosks, Abbotsford is the preferred choice for travelers wanting a friendly, easy and stress-free travel experience.

For more information contact:

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