



## Media Release

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### Want to join the rouge crew? Air Canada rouge begins recruiting in Western Canada for Spring 2014 flights

VANCOUVER, Jan. 14, 2014 /CNW/ - After a successful launch and first six months out of Toronto and Montreal, Air Canada rouge is expanding west and is today starting to build a team of rouge crew (flight attendants) needed for flights starting this spring out of Calgary and Vancouver, with further details on routes and fares to be released in the coming weeks.

Air Canada rouge is looking for young-at-heart people who love interacting with others, value teamwork, can think on their feet, and, of course, love to travel. Ideal candidates bring experience in the service and hospitality industry. The 'must have' list includes a warm smile and positive attitude, a valid Canadian passport and residence or a willingness to move to reside within a 90 minute drive of the Vancouver airport. Full information and a convenient online application process are at <http://www.aircanada.com/rouge/en/careers/index.html>.

"At Air Canada rouge our goal is to make sure our customers' vacations start and end with a relaxed and enjoyable flight," said Renee Smith-Valade, Vice President, Customer Experience. "So we're looking for western-based rouge crew who are warm, outgoing, creative and see every traveler's journey as a chance to surprise, delight and deliver the best possible onboard service."

"So, if you want to work where you can give and generate smiles, create memorable moments and kick off or end travelers' holidays with ease, all while ensuring safety and comfort, then Air Canada rouge just may be the place for you," she said.

Air Canada rouge offers flexible work hours, a competitive medical and dental plan and travel benefits anywhere Air Canada and its affiliate carriers fly. Not to mention that rouge crew sport a stylishly casual look from head to toe including such signature elements as pinstripe trilby hats, custom funky Fluevogs designed and manufactured by Vancouver's own John Fluevog Shoes and a fresh look by Maybelline/Redken. Air Canada rouge's stylishly casual uniforms and distinct look have been generating positive reviews since launch and its uniforms and [particularly its shoes](#) have been recognized as [among the top in the airline world](#).

Interested or know someone is? Go to <http://www.aircanada.com/rouge/en/careers/index.html>. Everything's there: Katie, Robbie, and Basil describing their rouge crew job as well as lots of training and benefits information and, of course, the online application process.

If a submitted resume looks like a fit, applicants will be contacted for a phone interview, and if there's still a match, they'll come meet the Air Canada rouge team at an interview session event in Vancouver later this month. If selected that day and pending passing a medical and security check, offers will be made to participate in a comprehensive six-week safety and regulatory training program in Vancouver and one week of customer service excellence training with The Disney Institute. And then – they start flying and being part of the team that delivers on the promise to 'vacation ahead' with Air Canada rouge.

### **Air Canada rouge crew by the numbers**

- **220** – rouge crew flying now
- **110** – rouge crew going into training in mid-January in Toronto and Montreal
- **650** – rouge crew by end of 2014
- **20** – approximate number of rouge crew needed for each aircraft on the Air Canada rouge fleet
- **25** – average age of a rouge crew member
- **Over 16000** – resumes received so far for rouge crew positions
- **Several thousand** – resumes Air Canada rouge is hoping to receive for Western Canada
- **18** – number of uniform pieces provided for every rouge crew member
- **3** – number of luggage pieces provided for every rouge crew member
- **2** pairs of grey Fluevogs (flats and heels) for women and **1** pair of grey Fluevogs (brogues) for men on the rouge crew
- **12,343** – average number of steps a rouge crew member takes in their Fluevogs on a return trip to Europe
- **Over 95%** - customers that rated the rouge crew favourably on helpfulness, friendliness and appearance on a recent onboard survey

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### **About Air Canada rouge**

From the moment you book your ticket to the moment you're warmly welcomed onboard, you'll see that Air Canada rouge is a new way to vacation ahead. Enjoy the upbeat Air Canada rouge spirit, and our newly designed cabins. You've never flown leisure like this before.

Air Canada rouge is Air Canada's new leisure airline, part of the new Air Canada Leisure Group, along with Air Canada Vacations. Together with Air Canada Vacations, Air Canada rouge offers competitively-priced travel to exciting leisure destinations in Europe and the Caribbean, Mexico and the U.S.: Edinburgh, Venice, Athens, Lisbon, Dublin, Nice, Barcelona, Rome and Manchester and multiple destinations in Mexico, the U.S. and the Caribbean such as Cuba, Costa Rica, Jamaica and the Dominican Republic.

Air Canada rouge began operating July 1, 2013 with a start-up fleet of two Airbus A319 aircraft and two Boeing 767-300ER aircraft. The fleet grew to ten aircraft by the end of 2013 with the addition of six Airbus A319 aircraft and Air Canada rouge will add another six Airbus A319 aircraft by April 2014, for a total of 16 aircraft by the end of the 2013-2014 winter season.

As a wholly-owned subsidiary, Air Canada rouge is backed by Air Canada's 75-year reputation for safety and reliability and Air Canada Vacations' 30-plus year history of vacation travel excellence. Learn more at [www.aircanada.com/rouge](http://www.aircanada.com/rouge) or [www.facebook.com/aircanadarouge](http://www.facebook.com/aircanadarouge)