

December 13, 2022

The 21 days of Peak Season

Supporting your team, our partners, and travellers through the critical peak season

The holiday travel season that begins the week of December 19th and runs through the first week of January is one of the most critical times for our industry. It's also a time when thousands of travellers are counting on their airlines and us to help ensure they get to where they need to be to spend time with loved ones or go on that special vacation.

To heighten the focus and fun related to supporting your team, our airline partners, and holiday travellers through this critical time, we are excited to introduce the **21 Days of Peak Season**.

For every hour you work during the **21 Days of Peak Season** (Monday, December 19, 2022 through Sunday, January 8, 2023) you will receive one entry into draws at your station for \$100 Visa Gift Cards. The more hours you work, the more entries you get! Want extra entries? Pick up additional available hours and shifts!

On December 24, December 25, December 26, December 31 and January 1 – every hour worked will get you **three** entries into the draws.

And...it's easy. No entries to put in the bucket. We will automatically track your hours through the period and put your name in the appropriate number of times for the hours you worked.

Your base will be allocated \$100 Visa Gift cards based on how close it comes to meeting the scheduled hours for the **21 Days of Peak Season**. The more hours you work, the more entries you will have in the draw and the more gift cards your base will be allocated. Gift cards will be drawn for on Friday, January 13, 2023 and distributed the following week.

Thank You for supporting your team, our partners, and travellers and good luck in the draws during the **21 Days of Peak Season!**

Sincerely,

Your EA Leadership Team

The fine print:

- All worked hours, including OT hours, are eligible
- Each team member is eligible to win one draw at their base
- Team members with a no show or culpable/non-supported absence between December 19, 2022, and January 8, 2023 will be excluded from the draws