



Give A Mile

For Immediate Release

Single mom's family flight a 'Christmas miracle' as Million Mile Challenge surges toward target

CALGARY (December 1, 2014) — A wise old newspaper columnist once wrote: “The best of all gifts around any Christmas tree is the presence of a happy family, all wrapped up in each other.”

Cristle Jasken knows this better than most of us. And this year, she's about to experience that Christmas gift of family — through the efforts of Give A Mile, and the generosity of an anonymous donor playing Santa Claus.

Give A Mile (giveamile.org), a not-for-profit agency based in Calgary, brings together family and close friends, in instances of severe medical hardship or terminal illness, by crowdfunding airline flights through micro-donations of travel loyalty points.

Cristle, a single mom in Airdrie, Alta., who's been diagnosed with Stage IV metastatic breast cancer, is booked on one of those flights with her two children — and headed for Whitehorse, Yukon, where she'll be visiting her sister Jenel, her sister's husband Yannick, and their kids for nine days later this month.

“This is a Christmas miracle, in my opinion,” says Cristle. “Because of the distance, and the expense involved in travelling to the Yukon, it's been two years since my sister and I have seen each other. She was able to be with me for much of my first cancer treatment in 2009, and despite the circumstances it was a special time for us. Family is so very important to me, and being given this generous gift is a true blessing.

“It will be incredible to see my kids (Kamryn, 13, and Kaden, 8) play with their cousins (Maddix, 7, Lowan, 5, and Naiya, 1), as I have many great memories with my cousins from the time I was young,” she says. “And given the time of year, we'll be able to take family photos with our kids and spend quality time together making holiday treats and meals.

Give A Mile

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“We will never forget this amazing gift of time with my loved ones.”

Give A Mile [relies heavily on the donation of Aeroplan miles](#), as well as various other transferable loyalty program points, by members of the public [toward specific flights](#).

“Donors can direct their loyalty miles to one of numerous support flights being organized by Give A Mile,” says founder Kevin Crowe, “and Cristle’s trip to Whitehorse is a perfect example of how this can work — because one donor stepped up and made these flights happen for Cristle and her kids.”

Since its inception in early 2013, Give A Mile — [recognized as a charity by Aeroplan’s Beyond Miles program](#) — has accumulated more than 2.43 million miles through a growing stream of generous donations. At last count, Give A Mile has facilitated 68 flights, connecting family and close friends who’ve arrived in Canada from as far away as England, the Philippines, Ethiopia, and Lebanon.

Give A Mile also launched its Million Mile Challenge on Nov. 1, with the goal of raising one million travel miles, or the cash equivalent, by the end of 2014. The campaign has already raised 850,567 miles, including a generous 250,000-mile match during the month of November by Aeroplan’s [Beyond Miles](#) charitable pooling program.

“I’m blown away by the tidal wave of support that our Million Mile Challenge has received,” says Crowe. “This translates into so many more support flights to bring together family and friends with loved ones who are nearing the end of their lives. It brings us such incredible joy to see people come together and help one another.”

Give A Mile can now offer tax receipts to its donors, thanks to a new agreement with the [Place2Give](#) Foundation. In addition to the travel loyalty points that translate directly to support flights, Give A Mile relies on private donations to cover taxes, program administration costs, and other related expenses associated with running the Give A Mile program. “The Place2Give Foundation recognizes the human and social benefit that is derived from connecting families during times of crisis,” says Gena Rotstein, CEO and founder of Place2Give. “We are pleased to have found a partner in Give A Mile that can help our foundation achieve this very important social mandate.”

Find out [how the Give A Mile donation process works](#), and [how you can make a donation to Give A Mile](#) — either in travel loyalty points to make a specific flight happen, or in cash to help pay for flight taxes and support costs.

Learn more by [visiting the Give A Mile website](#), and keep in touch by following Give A Mile on [Facebook](#), [Twitter](#), [Instagram](#), and [YouTube](#).

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ABOUT GIVE A MILE: Established in Calgary, Canada in February 2013, Give A Mile is dedicated to bringing together the terminally ill, or critically sick, with family members or close friends by crowdfunding airline flights through micro-donations of travel loyalty points. A federally registered not-for-profit agency in Canada, Give A Mile is recognized as a charity by Aeroplan's Beyond Miles program. Through your generosity, the positive energy of social media, and the power of the internet, we can make small miracles happen.



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