

NEWS RELEASE

Home Organizing to Rescue Cluttered Canadians

Aeroplan reward program expands to offer home organizing consultations



TORONTO, Ontario - February 23, 2011

Over 80% of Canadians confess to disorder in their lives¹ and over 70% claim to suffer from their clutter². Clutter causes feelings of stress, frustration and failure, and has a clear impact on mental and physical health. While the large majority of disorganized Canadians have tried to become more organized, their results have been unsuccessful. In fact, 1 in 3 would like to hire professional help.³

Streamlife, an organizing company, has made it easy for Aeroplan's Reward Program members to do just that. Responding to the demand for services to help people manage their spaces and possessions, Streamlife has partnered with Aeroplan to add home organizing services to the reward program. Streamlife's roster of experienced professional organizers will provide consultations from coast to coast.

Clare Kumar, Streamlife's Chief Organizer, reports positive reactions from members. "It's wonderful to see a service added to the merchandise that's on offer that will actually help tackle my stuff!" says one eager member.

In a two to three hour consultation, members will be able to talk through their organizing trouble spots, tour their home with an experienced professional organizer (either in person or virtually using photos), and end up with a plan to get them organized – learning what to do and most importantly where to start.

Excited about the opportunity to make organizing services more accessible, Clare says, "People want help, but don't necessarily know who to call. This program will help make organizing services available to people all across Canada."

Clare offers the following insights as to why many Canadians suffer from clutter build-up:

- Lack of time and energy devoted to planning and maintaining order
- Lack of storage space
- Lack of knowledge about organizing strategies, practices and available products

- Disruptive life events such as moving, downsizing, having a child, and changing jobs

She suggests these tips for anyone who wants to become more organized:

- 1. Identify which areas of your home are causing you the most frustration.** This is likely where items accumulate because they may not have a home, or the home they have is not easy enough to access.
- 2. Pay attention to how you like to manage your things.** Do you like to hang clothes on a hanger or fold, for example? Knowing your preferences is crucial to developing organizing systems that work.
- 3. Create homes for the homeless items in places that work with your preferences.** To continue with the closet analogy, if you like to hang, double your hanging space instead of adding shelves or drawers.
- 4. Examine your routines and add in the steps required to maintain order.** This can mean making time to put your clothes away every day or two, rather than trying to tackle a big pile at the end of a week. Make a committed effort to form new habits and you'll be on your way to sustainable order.

Sources

- 1 Leger Marketing for Professional Organizers in Canada, 2009 12
- 2 Ipsos Reid for Kijiji, 2010 04
- 3 Leger Marketing for Professional Organizers in Canada, 2009 12

About Streamlife Ltd.

Streamlife, an organizing company inspires and guides people to get organized at work and at home to be more productive and have greater peace of mind. Working one-on-one with CEO's, employees, entrepreneurs and home owners, Streamlife develops customized solutions to help clients better manage their space, time information and stuff. For more information, visit www.streamlife.ca.

For more information about Streamlife Home Organizing Services available through Aeroplan, visit www.aeroplan.com/myrewards.

About Clare Kumar

Professional organizer and productivity consultant, Clare Kumar founded Streamlife in 2005 to help people reduce stress and lead more rewarding lives. Clare is an organizing industry expert and has been quoted in major national newspapers, radio and magazines. She appears regularly on national television including Breakfast Television, the Steven and Chris Show, Real Life, Get Connected and The Shopping Channel.

Clare is a Silver Leaf Member of the Professional Organizers in Canada, member of the National Association of Professional Organizers, and Institute for Challenging Disorganization. She is a Certified Staging Professional®, member of the Association of Canadian Ergonomists and Canadian Telework Association.

About Aeroplan

Aeroplan, Canada's premier coalition loyalty program, is owned by Groupe Aeroplan Inc., a global leader in loyalty management.

Aeroplan's millions of members earn Aeroplan Miles with its growing network of over 75 world-class partners, representing more than 150 brands in the financial, retail, and travel sectors.

In 2010, over 2 million rewards were issued to members including more than 1.3 million flights on Air Canada and Star Alliance carriers which offer travel to more than 1,000 destinations worldwide. In addition to flights, members also have access to over 800 exciting specialty, merchandise, hotel, car rental and experiential rewards.

For more information about Aeroplan, please visit www.aeroplan.com or www.groupeaeroplan.com.

-30-

Press Contact

Clare Kumar
Chief Organizer, Streamlife Ltd.
Cell: 647.444.3535 Home Office: 416.234.0188
Email: clare@streamlife.ca Website: www.streamlife.ca