



Fulfilling the future

Amazon Canada Impact Report

December 2025



Amazon's roots run deep in Canada. Since the launch of Amazon.ca in 2002, we've grown to have more than 46,000 employees and close to 70 operations sites from coast-to-coast, with a measurable impact on the local economy:

- Since 2010, we've **made direct investments in our Canadian operations of more than \$65 billion.*** This includes both capital expenditures (such as the fulfilment centres and data centres we build) and operating expenditures (such as the jobs we create).
- Keystone Strategy, a third-party economics consulting firm, estimates that Amazon's investments have contributed **more than CAD \$55 billion** to Canada's GDP.**

In 2025, we grew our local impact in meaningful ways:

- **We made landmark investments in the compensation of our frontline employees, with new opportunities for career growth. We raised our average hourly base wage in Canada to \$24.50 per hour—up from \$23.50 in 2024—**representing a 4.3% year-over-year increase. This pay increase means frontline Amazon employees working full-time*** earn a minimum annual salary of \$50,960

- At the same time, we enhanced our Career Choice education benefit to now **pre-pay 100% of program tuition** while expediting the eligibility period for employees to participate, from one year of employment to 90 days. In doing this, we removed barriers to higher education while better enabling eligible employees across our various businesses and facilities - including fulfilment centres, delivery stations, and sortation centres - to learn new skills for career success.
- **We continued to improve local delivery speeds, leveraging our unparalleled logistics network to bring greater convenience and flexibility to Prime members' doorsteps.** Amazon expanded Same-Day Delivery options for Prime members across multiple Canadian cities in 2025: in Calgary and Edmonton, we introduced enhanced delivery options that bring packages from click to doorstep in as fast as seven hours, along with new Overnight Delivery options that allow orders placed as late as 8:30 p.m. to arrive the next morning. In the Greater Toronto Area,

Hamilton, and Ottawa, we made Same-Day Delivery even more convenient by introducing two new afternoon delivery windows in addition to the existing evening and overnight options.

- **We made it easier to shop homegrown brands from coast-to-coast with the launch of our Canada Showcase storefront,** featuring **thousands of products from hundreds of local companies** – from home goods and grocery essentials to beauty and health products, grocery items and more.
- **We contributed to the decarbonization of our local transportation network** when we launched **50 new custom electric delivery vans from Rivian** at a delivery station in Greater Vancouver, marking the latest step in Canada towards Amazon's goal of decarbonizing its delivery fleet and reaching net-zero carbon by 2040.
- **We gave back to local communities in a big way,** awarding more than **\$700,000** in grants to local causes; donating **more than 1.8 million** in-kind items from our operations sites; and reaching **more than 30,000 young people** through our Your Voice is Power computer science education program.
- **We launched exciting new Canadian Originals on Prime Video,** from going behind the scenes with punk rock band Simple Plan to celebrating the best of Quebec with new programs featuring homegrown talent like Stéphane Rousseau and Patrick Huard.

Our 2025 Amazon Canada Impact Report illustrates how we use our scale, technology, resources, and passion to generate economic benefits and vitality.

Happy reading!



Eva Lorenz

Vice President and Country Manager, Amazon Canada

**All dollar figures in this report are CAD unless otherwise specified*

*** Amazon's spillover value-added effects represent the indirect effects of Amazon's investments on Canada's GDP. Amazon's investment has indirect effects in the economy due to the expanded production of firms that supply the goods and services purchased by Amazon*

****Annual salary calculation based on 40-hour work week over 52 weeks*



Canada at a Glance



46,000+ full- & part-time employees

across Canada, including close to 8,000 corporate and technology roles



2 Tech Hubs

in Toronto and Vancouver



50+ Amazon MGM Studios productions

both scripted and unscripted, commissioned and filmed in six provinces



50 electric delivery vans

from Rivian on the road in Greater Vancouver



4,500+ cities & towns

that are eligible for Prime free One-Day delivery



12,000+ participants

in Amazon Career Choice since 2014



~70 Operations & logistics sites

from coast to coast



20 million+ items

available with free Prime shipping



\$24.50/hour base wage

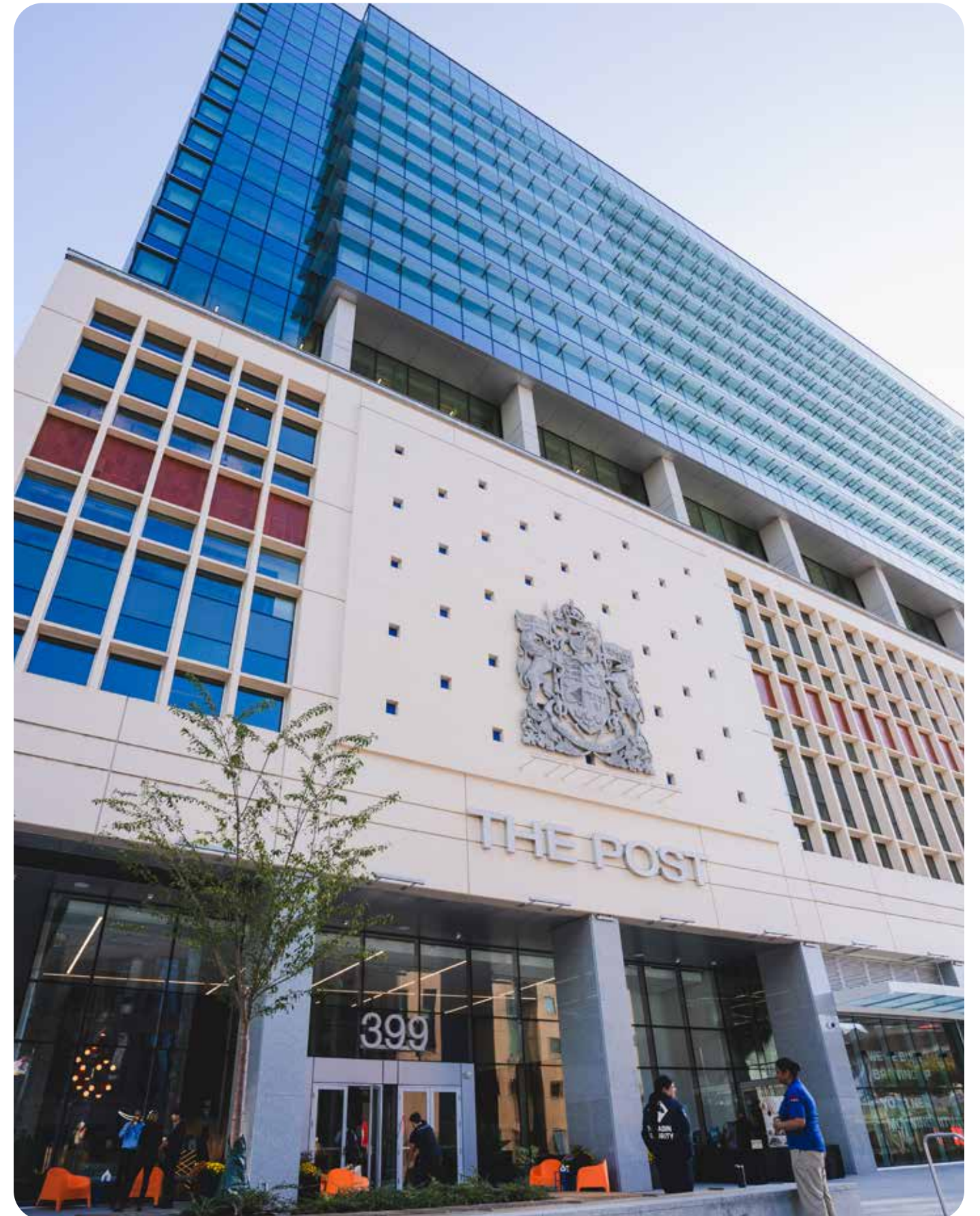
average for frontline employees



1.8 million+ products donated

by Amazon facilities to charities in 2025*

*January 1 – November 24, 2025





Investing in Canada

\$13 billion+

invested in Canada by Amazon in 2024, including infrastructure and compensation to our employees.

\$65 billion+

invested in Canada by Amazon since 2010, including infrastructure and compensation to our employees.

95,000+ jobs

are estimated to have been indirectly supported by Amazon's investments in Canada in 2024 in areas such as construction, logistics, and other professional services.

\$12 billion+

was contributed to Canada's GDP in 2024 through Amazon's investments.

\$20 billion+

has been paid by Amazon in compensation and benefits to our employees in Canada since 2010.

Total tax contributions in Canada

For the full year 2024:

\$4.7 billion

was our total tax contribution (combining directly incurred and indirect taxes) (2023: \$3.8 billion).

\$780 million

was our total directly incurred taxes (2023: \$631 million). Employer taxes accounted for the largest proportion of these taxes.

**An additional
\$3.9 billion**

was collected in indirect taxes (2023: \$3.2 billion) as a result of our business activities in Canada.

As we continue to make investments in our Canadian operations and our growing workforce, we pay taxes that fall into two different categories:

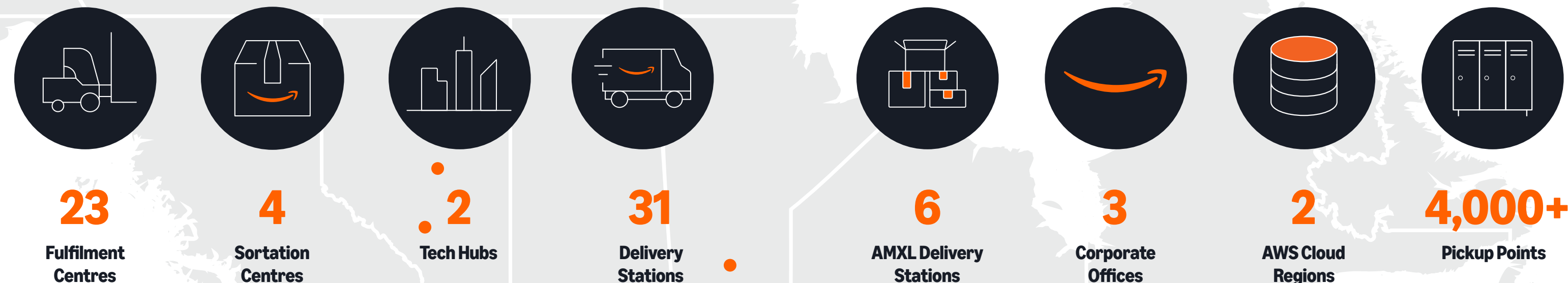
- **Directly incurred taxes:** The taxes that are directly incurred and payable by Amazon in Canada include corporate income tax and payroll taxes.
- **Indirect taxes collected and remitted:** The taxes we collect from our customers and other third parties that we remit to the federal and provincial tax authorities. They include the federal goods and services/harmonized sales tax and provincial sales taxes in Quebec, Manitoba, Saskatchewan, and British Columbia.





Our Footprint





Fulfilment Centres (23)

Delta, BC (2)
New Westminster, BC
Pitt Meadows, BC
Richmond, BC
Acheson (Edmonton), AB
Nisku (Edmonton), AB
Calgary, AB (3)
Ajax, ON
Belleville, ON
Bolton, ON (2)
Brampton, ON (2)
Cambridge, ON
Hamilton, ON
Mississauga, ON
Ottawa, ON (2)
St. Thomas, ON
Toronto, ON

Sortation Centres (4)

Langley, BC
Rocky View County (Calgary), AB
Brampton, ON
Whitby, ON

Delivery Stations (31)

Burnaby, BC (2)
Delta, BC
Langley, BC
Pitt Meadows, BC
Sidney (Victoria), BC
Calgary, AB (2)
Edmonton, AB
Nisku (Edmonton), AB
Winnipeg, MB
Brampton, ON
Cambridge, ON
Kitchener, ON
London, ON (2)
Mississauga, ON (3)
Ottawa, ON (2)
Richmond Hill, ON
Stoney Creek, ON
Toronto, ON (4)
Vaughan, ON
Whitby, ON
Windsor, ON
Dartmouth, NS

AMXL Delivery Stations (6)

Coquitlam, BC
Calgary, AB
Nisku (Edmonton), AB
Oakville, ON
Ottawa, ON
Toronto, ON

XPT Exchange Points (4)

Lethbridge, AB
Kingston, ON
Sarnia, ON
Cornwall, ON

Tech Hubs (2)

Vancouver, BC
Toronto, ON

Corporate Offices (3)

Victoria, BC (AbeBooks)
Winnipeg, MB
Ottawa, ON

AWS Cloud Regions (2)

Calgary, AB
Montréal, QC

AWS Local Zones

Vancouver, BC (announced)
Toronto, ON (announced)

AWS Edge Locations

Montréal, QC
Toronto, ON

AWS Points of Presence

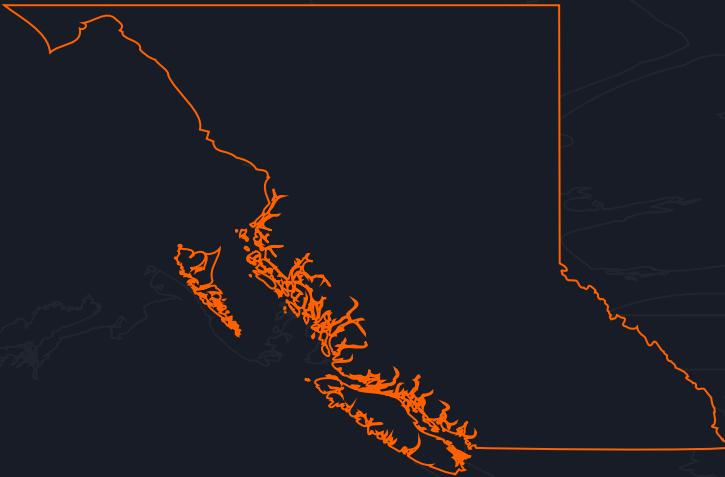
Brampton, ON
Burnaby, BC
Calgary, AB
Edmonton, AB
Fort McMurray, AB
Halifax, NS
Hamilton, ON

Kamloops, BC
Kelowna, BC
Kitchener, ON
London, ON
Mississauga, ON
Moncton, NB
Montréal, QC
Nanaimo, BC
Ottawa, ON
Red Deer, AB
Regina, SK
Saskatoon, SK
Toronto, ON
Trois-Rivières, QC
Vancouver, BC
Victoria, BC
Winnipeg, MB

Pickup Points (4,000+)*

Alberta
British Columbia
Manitoba
New Brunswick
Newfoundland and Labrador
Nunavut
Northwest Territories
Nova Scotia
Ontario
Prince Edward Island
Quebec
Saskatchewan
Yukon

**Including third party pickup points*



British Columbia

10,000+

full- and part-time employees in corporate (technology and non-technology) and operations positions.



Ontario

28,000+

full- and part-time employees in corporate (technology and non-technology) and operations positions.



Prairies

7,000+

full- and part-time employees in corporate (technology and non-technology) and operations positions.

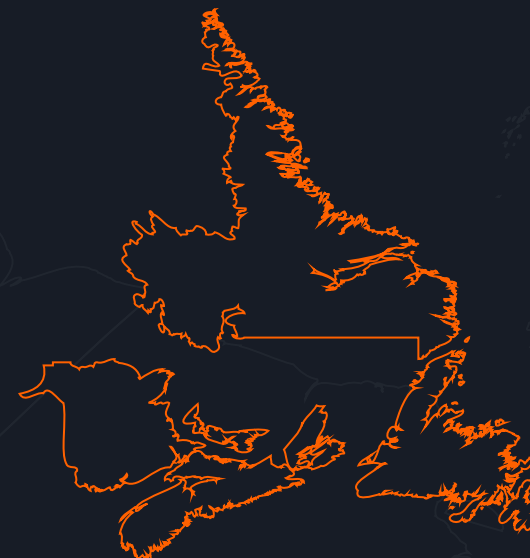


Quebec*

500+

full- and part-time employees in corporate (technology and non-technology).

**Amazon.com.ca ULC, ULC does not have any employees in Quebec*



Maritimes

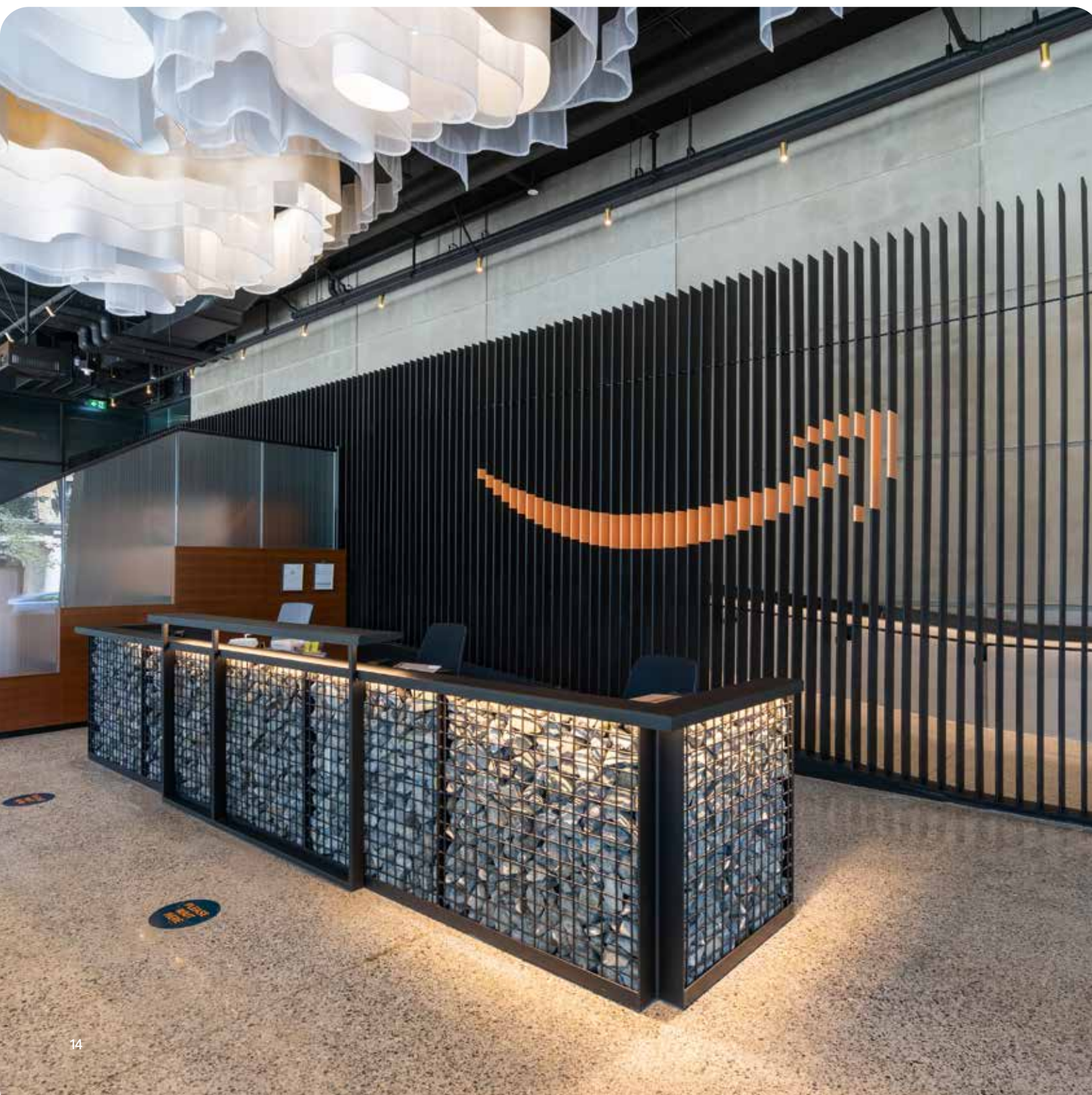
80+

full- and part-time employees in operations positions.



Amazon Tech Hubs

Amazon's Toronto and Vancouver Tech Hubs are where **close to 8,000** corporate and technology employees working across a number of business teams invent and collaborate on behalf of customers. Amazon has invested in developing strong and diverse local talent pools while helping Canadian communities grow their emerging tech workforce.



Business Teams at our Canadian Tech Hubs

**Amazon
Web Services (AWS)**

Amazon Ads

**Worldwide
Amazon Stores**

Devices and Services

**Amazon Video and
Studios**

**People Experience
& Technology**

**Audio, Twitch and
Games**

~4,500 Employees

work in Amazon's Vancouver Tech Hub.

~3,250 Employees

work in Amazon's Toronto Tech Hub.

Amazon Web Services (AWS)

Boosting Canadian organizations' productivity with AI and the cloud

Amazon Web Services (AWS) is the world's most comprehensive and broadly adopted cloud, offering over 240 fully featured services from data centres globally, serving millions of customers.

In 2023, AWS became the first major cloud service provider to open data centres in Western Canada, the AWS Canada West (Calgary) Region—complementing the AWS Canada (Central) Region in Montréal, Quebec, which opened in 2016. By 2037, AWS will invest an estimated CA \$24.8 billion in its digital infrastructure in Canada, support an average of more than 9,300 full-time equivalent jobs annually, and generate more than CA \$43 billion in gross domestic product (GDP).

From the fastest growing startups to large enterprise and public institutions, tens of thousands of customers in Canada are running every imaginable workload on AWS, including:



100% of electricity

consumed by AWS data centres in Canada is matched with renewable energy sources.

AWS uses no water

to cool its data centres in the greater Montreal area 95% of the year, and 99% of the year in Calgary—we use free-air cooling instead.



AWS—longest-running Magic Quadrant Leader for Strategic Cloud Platform Services

For a fifteenth consecutive year, Amazon Web Services (AWS) was named as a Leader in the 2025 Gartner Magic Quadrant for Strategic Cloud Platform Services.



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Gartner, Magic Quadrant for Strategic Cloud Platform Services,
By Alessandro Galimberti, Dennis Smith, Carolin Zhou, Ed Anderson, Tony Harvey, Douglas Toombs 4 August 2025

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Delivering for Canadians



Expanding Same-Day Delivery across Canada

Amazon expanded Same-Day Delivery options for Prime members across multiple Canadian cities in 2025, bringing greater convenience and flexibility to members’ doorsteps.

In Calgary and Edmonton, Amazon introduced enhanced delivery options that bring packages from click to doorstep in as fast as seven hours. Prime members in these cities and select surrounding communities now enjoy faster Same-Day Delivery, along with new Overnight Delivery options that allow orders placed as late as 8:30 p.m. to arrive the next morning.

In the Greater Toronto Area, Hamilton, and Ottawa, Amazon made Same-Day Delivery even more convenient by introducing two new afternoon delivery windows in addition to the existing evening and overnight options. Along with the original overnight delivery option (order by midnight for delivery between 4 and 8 a.m.) and evening delivery option (order by 1:30 p.m. for delivery between 5 and 10 p.m.), Prime members can now also choose extended daytime delivery (order by midnight for delivery between 10 a.m. and 3 p.m.) and afternoon delivery (order as late as 10:30 a.m. for delivery between 2 and 6 p.m.)—meaning members can place an order during breakfast and have their items arrive in time for dinner.

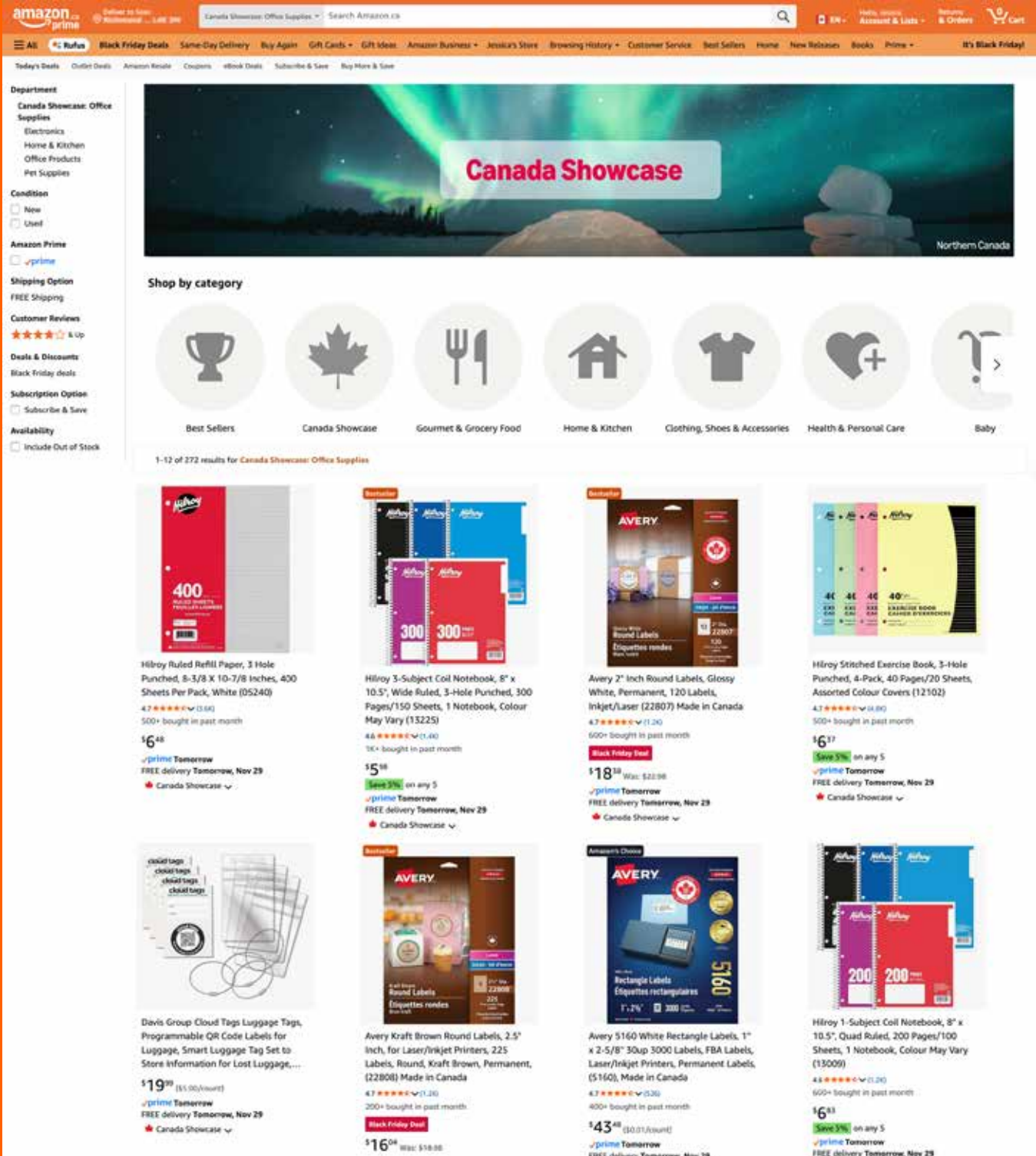
From click to doorstep in as fast as seven hours.

These expanded options give Prime members greater flexibility to receive millions of eligible items across 35 product categories on qualifying orders over \$25. From daily essentials to electronics, toys, and beauty products, members can get what they need when it’s most convenient for them.

These enhanced delivery speeds are supported by Amazon’s strategic investments in bringing fulfillment facilities closer to customers, reducing travel distances and handoffs while prioritizing employee health and safety—creating a customer-focused network that enables faster, more reliable delivery.

Making it Easier to Buy Canadian

Amazon’s new Canada Showcase storefront features thousands of products from hundreds of local brands, in categories including home goods, grocery essentials, beauty and health products, and more.





Empowering Québec's eco-conscious parents: how Amazon helps Kangoo et Cie expand their sustainable vision

For Juliane and Gabrielle, longtime friends who both became mothers in recent years, the journey to entrepreneurship began with a common parenting dilemma. While introducing solid foods to their daughters, they discovered that portable food pouches were convenient for families on the go—but the single-use options created unnecessary waste.

The duo launched Kangoo et Cie, which sells reusable food pouches that can provide an economical, sustainable, versatile, and mess-free solution to enjoy nutritious snacks on the go. The products are available on Amazon's storefront dedicated to Les Produits du Québec, which showcases businesses with "Product of Québec," "Manufactured in Québec," and "Designed in Québec" certification marks, creating new opportunities for these local entrepreneurs to connect with customers nationwide.

This commitment to sustainability extends beyond product design. Kangoo et Cie has implemented meaningful environmental practices, including planting trees to offset carbon emissions from transportation. In just two years, they've planted 100 trees in the Chaudière-Appalaches region of Québec. The company also ships all packages in carefully selected compostable bags, reinforcing their belief that "every little bit helps" when it comes to environmental responsibility.

Supporting Small Business

Over 20 years ago, Amazon made the decision to open the Amazon.ca store to independent sellers and to help them sell directly to customers. The small businesses selling and thriving on Amazon's store are at the heart of their local communities, and they include many women, families, and artisans who create handcrafted goods. They are neighbourhood shop owners, local restaurants selling spices and cookbooks, innovators who have created entirely new brands and types of products, rural business owners that are now able to reach customers across Canada, employers providing great jobs in their local communities, builders of economic opportunity, non-profit organizations, and so much more.

Partnering with Amazon allows sellers to benefit from powerful, cost-effective capabilities that leverage Amazon's scale and technological innovation. As a result, sellers can spend more time focused on inventing amazing products and delighting customers and less time dealing with complex logistics, warehousing, fulfilment, customer service, or other more challenging aspects of running a business. Sellers can sell in a store that many customers trust and get access to powerful tools, services, and programs to drive their business growth, at a cost that is typically lower than their alternatives. As a result, sellers have a compelling opportunity to grow their business by partnering with Amazon, and Amazon continues to foster that relationship by inventing and innovating on behalf of our selling partners.





Canadian wellness brand builds a loyal following across North America through Amazon

When Karen Danudjaja worked long hours in commercial real estate, her reliance on coffee led her to seek healthier alternatives. In 2018, she launched her company, Blume, with just a turmeric latte based on jamu, an Indonesian elixir, and initially sold it in Vancouver coffee shops.

“Before and after work, I labeled packages in my living room and did deliveries,” she recalls. “It just became my singular obsession. I was lit up and excited about something so meaningful.”

She eventually worked with holistic nutritional experts to launch two products – Superfood Lattes and SuperBelly hydration powders – both manufactured just outside Vancouver. From the start, she focused on a diverse omnichannel sales strategy that includes Blume’s website, Vancouver-based specialty stores, cafés and boutiques. The products are now sold in over 6,000 retail stores.

Danudjaja wanted to expand her omnichannel strategy even further, so in 2022, she turned to Amazon to grow in North America. Total Amazon sales now represent 30% of overall sales with 200% annual growth. “We believe all these channels can coexist and work together versus work against each other,” said Danudjaja.

Blume lists all of its 20 products in the Amazon store and uses events like Prime Day and programs like Subscribe and Save to engage new customers.

“Amazon has been a huge growth channel for us and an important way to meet new customers that we wouldn’t necessarily meet otherwise,” Danudjaja explained. “It’s this lever that’s becoming a really important aspect to our growth.”

The business had a customer surge when it participated in this year’s Prime Day. Over the four-day event in July, Blume had more than \$400,000 in sales, a 200 per cent increase from the previous Prime Day. Danudjaja said July is Blume’s first \$1 million month on Amazon.



Blume also builds loyalty through **Amazon’s Subscribe and Save program**, which provides discounted pricing and coupons when customers sign up for regularly scheduled deliveries. Blume has 9,000 Subscribe and Save customers in Canada and 1,500 in the U.S.

Blume’s experience with Amazon started with **Fulfillment by Amazon (FBA)**, where Amazon provides pick, pack and ship support. Danudjaja said FBA helped Blume scale across Canada and the U.S., and sped up deliveries.

As Blume’s business grew on Amazon, Danudjaja turned to Amazon Ads to grow further. Sales increased by 290 per cent in the last six months and unique customer visits to Blume product detail pages rose 80 per cent – two spikes that Danudjaja attributes to **Amazon Ads**.

Blume actively responds to feedback, such as reformulating their blue lavender and chai blend based on customer input. “Those insights are so valuable as we look to always improve and really answering what our customers want from us,” Danudjaja explained. “We use the Amazon reviews in aggregate with social listening we have in other places so we can make tweaks in a balanced way.”

While Blume has grown across North America in the last three years, it’s also stayed focused on its Canadian roots. Danudjaja is based in North Vancouver and the rest of her 22-person team works remotely across Canada and some in the U.S.

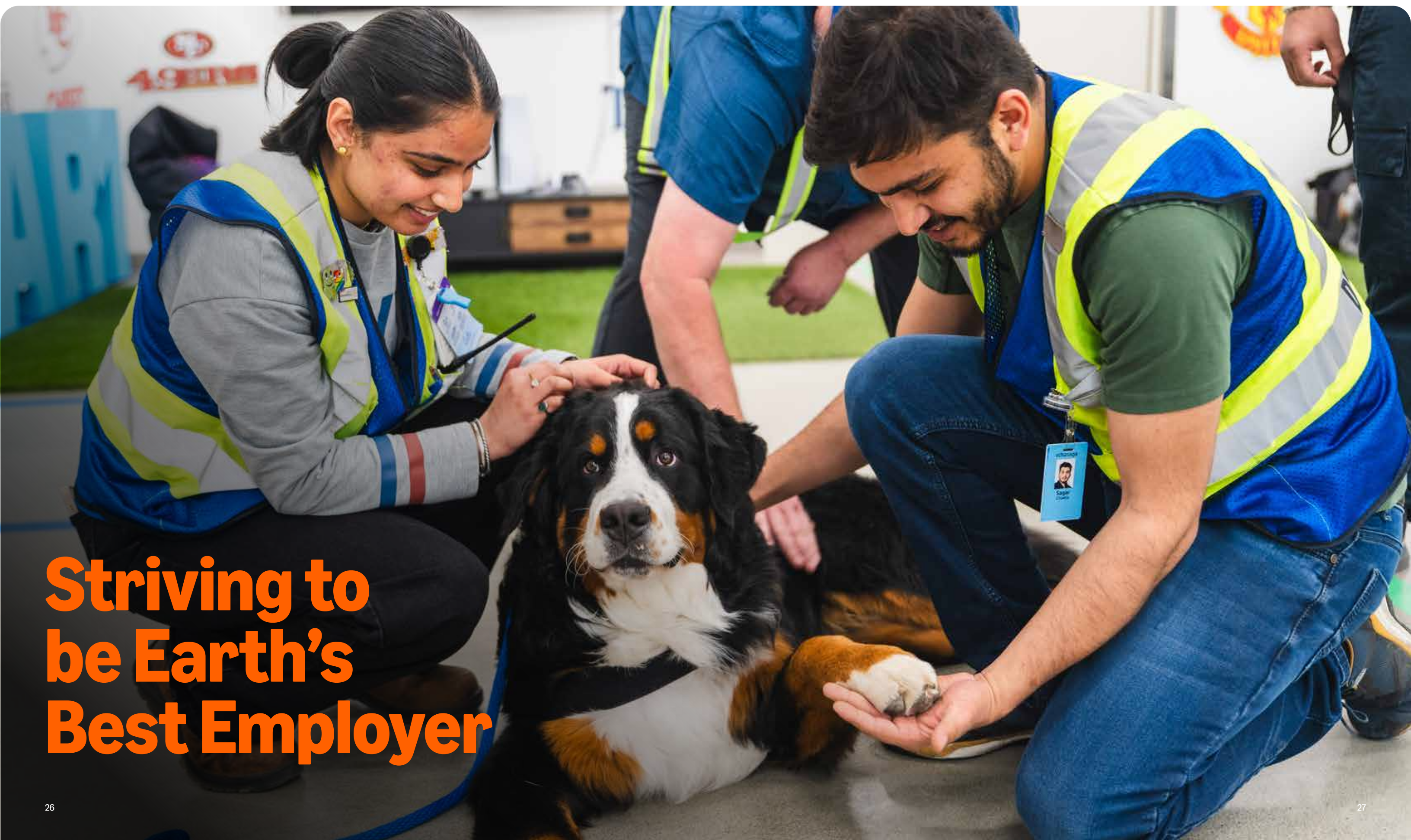
“Something I’m really proud of at Blume is that we’re in the heart of neighbourhoods and independent stores that really make communities,” said Danudjaja.

The products use only plant-based ingredients that are less harmful to the environment. Blume also partners with Cleanhub to offset its plastic usage by funding plastic waste collection efforts globally.

Looking ahead, Blume plans to expand U.S. sales, launch new flavours and variety packs, and develop a third product line based on Amazon insights.

“There’s a lot of room for growth on the two product lines we have already, but we’re also obsessed with other concepts that exist in the wellness space, so we’re always working on fun things,” she said.





**Striving to
be Earth's
Best Employer**



\$110 Million Invested in Additional Frontline Employee Pay, with Guaranteed Raises

In 2025, Amazon invested more than CAD \$110 million toward pay increases for eligible customer fulfilment and transportation employees.

In September, Amazon raised the average hourly base wage in Canada to \$24.50 per hour—up from \$23.50 in 2024—representing a 4.3% year-over-year increase. Frontline Amazon employees working full-time^[1] will now earn a minimum annual salary of \$50,960, providing financial stability and opportunities for career growth.

46,000+ employees

work at Amazon across Canada.

Through Amazon's step plan compensation model, eligible hourly full- and part-time employees can count on planned pay increases every six months until their 24-month anniversary, and then they receive another increase at month 36. Employees can also receive referral bonuses if they refer new candidates who get hired to eligible positions.

[1] Annual salary calculation based on 40-hour work week over 52 weeks



In addition to competitive pay, Amazon provides eligible regular employees with leading benefits, including medical, vision and dental coverage and a group RRSP plan.

"We now have a nice home to live in, and I don't think that would be possible without Amazon."

– Ralynne, Calgary, AB



Amazon has many employee-led groups, which allow Amazonians to come together across businesses and locations around the world.

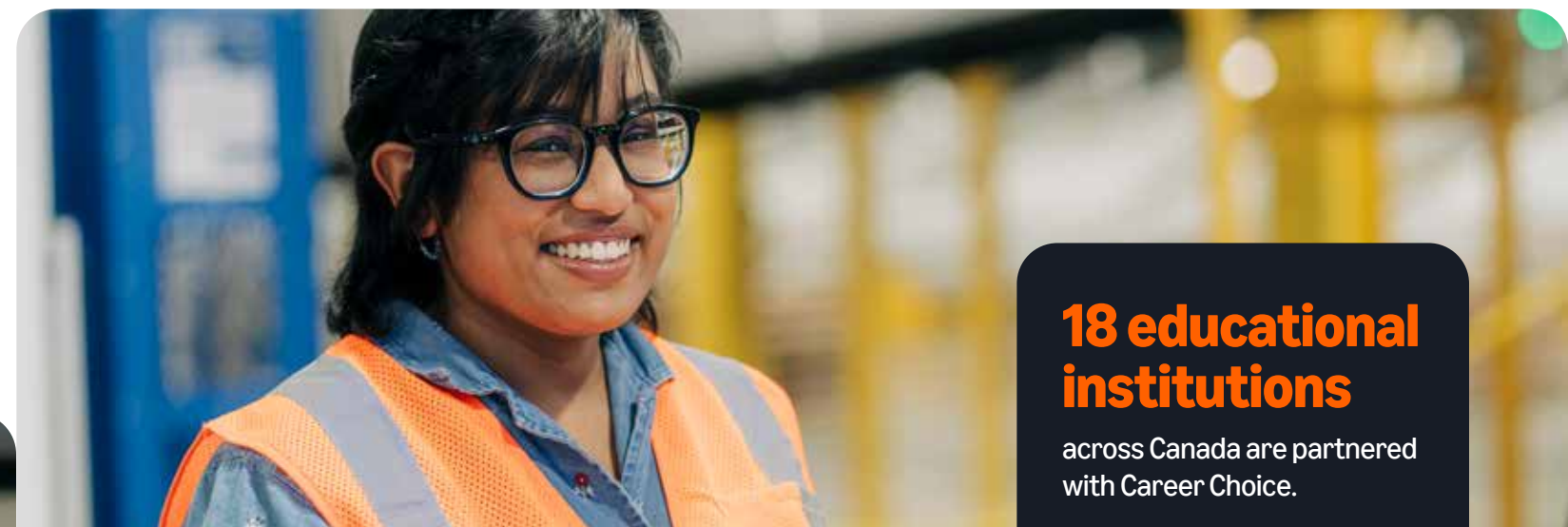
Some examples include Glamazon, Warriors at Amazon (which includes military veterans and veteran families), Women at Amazon, Indigenous at Amazon, Asians at Amazon, and the Black Employee Network, among many others. These are employee-run, volunteer groups designed to offer connection and support.





Investing in our Employees and Upskilling the Canadian Workforce

People from all walks of life come to Amazon to develop their careers – and Amazon invests in programs that help both our employees and many Canadians learn critical skills to move into in-demand, higher-paying technical or non-technical roles within the company and beyond.



Amazon Career Choice Pre-Pays 100% of Employee Tuition

Amazon is enhancing the Career Choice education benefit, enabling eligible employees across its various businesses and facilities – including fulfilment centres, delivery stations, and sortation centres – to learn new skills for career success.

Starting in 2025, Amazon now pre-pays 100 per cent of program tuition, up to a yearly maximum, eliminating the 5 per cent employee contribution requirement and removing the cost barrier to higher education. Amazon has also expedited the eligibility period for employees to participate in the program from one year of employment to 90 days.

Employees enrolled in Career Choice may pursue a certificate or diploma in qualified fields of study. Eighteen educational institutions across Canada are partnered with Career Choice, including Sheridan College, Algonquin College, Western Community College, and the Toronto Truck Driving School.

Since Career Choice launched in 2014, close to 12,000 employees in Canada have participated in the program. The most popular programs include truck driving, data analytics, and cybersecurity.

18 educational institutions

across Canada are partnered with Career Choice.

~12,000 employees

in Canada have participated in the Career Choice program since it launched in 2014.

“Amazon’s increased investments in the Career Choice program reflect our continued commitment to providing career growth opportunities for employees. Amazon is proud to have offered Career Choice in Canada for the past 11 years. By removing cost and eligibility barriers, we’re taking our most significant step to help employees build new skills and pursue new careers at Amazon and beyond.”

- Chuck Cummings,
Director of Customer Fulfilment,
Amazon Canada



**Celebrating
Prime Monday
Night Hockey
by welcoming
players at our
operations
facilities, in
partnership
with the NHLPA.**





Building and validating in-demand AI and cloud-related skills for Canadians



While over 650,000 businesses in Canada are using artificial intelligence (AI) today, for most their adoption remains at the most basic level. The lack of digital skills is the highest reported barrier, with half of businesses saying this restricts their adoption and expansion.

Back in 2020, AWS made a commitment to provide 29 million people globally with free cloud computing skills training by 2025. With the rapid proliferation of AI, in 2023, AWS also committed to providing 2 million people with free AI skills training by 2025. AWS met both goals a year ahead of schedule and continues to invest to address the critical AI skills gap by enabling professionals, students, and the next generation of Canadian IT leaders opportunities to develop valuable expertise for today's high-demand roles.



300,000+ individuals in Canada have been trained by AWS

since 2017, gaining AI, cloud and technical skills.



AWS Education Programs

From ready-to-teach high school and college courses to full-time skills development programs and self-paced learning content, our programs provide individuals from all backgrounds and experience levels the opportunity to build and validate in-demand AI, cloud computing, and cloud-related skills.

AWS Academy

provides higher education institutions with free, ready-to-teach cloud computing and AI curricula that prepare students to pursue industry-recognized AWS Certifications and in-demand jobs.

AWS Educate

offers an extensive library of free, self-paced online training that covers a range of topics, from cloud fundamentals to innovative technologies like AI and machine learning. Designed specifically for the curious, new-to-cloud learner, AWS Educate provides simple, barrier-free access to learn, practice, and evaluate your cloud skills without creating an Amazon or AWS account.

AWS Skill Builder

is our digital learning centre with over 1,000 free digital learning resources—and 220+ free AI courses—in multiple languages, covering 30+ AWS services from foundational to advanced levels. We offer role-based training and learning plans focused on a specific domain or role.

AWS re/Start

is a free, cohort-based workforce development training program that helps individuals build cloud computing skills and connects participants with employment opportunities at local employers.

AWS Fiber Optic Fusion Splicing Certificate Course

is a two-day training course offered at no cost to participants. The program aims to help create a pipeline of qualified talent for local and national fiber optic installation and repair companies.



Success and Scale Bring Broad Responsibility

Amazon is proud to be part of the local community.



Amazon has donated **more than \$700,000** in community grants across Canada in 2025, supporting local causes in the regions where customers and employees live and work.



Amazon is proud to support The Ottawa Mission's Maintenance Services Training Program, a hyperlocal initiative that provides individuals experiencing homelessness or housing insecurity with hands-on training, industry-recognized certifications, and real-world work experience in building maintenance and property management.

This partnership reflects Amazon's commitment to investing in workforce development and creating pathways to sustainable careers in the communities where we operate. By equipping participants with the skills needed to become building superintendents and maintenance workers, the program helps break down barriers to employment and empowers individuals to build stable, long-term careers. Through strategic community partnerships like this, Amazon continues to strengthen local economies and support upskilling initiatives that create meaningful opportunities for all Canadians.



**1.8 million+ items
were donated**

by Amazon in 2025 from Operations sites to community organizations across Canada.

Donating Items to Canadians in Need

Organizations receiving donations in 2025 include:





Bret 'The Hitman' Hart and Amazon Make a Special Delivery to the Children's Cottage Society

In July, Bret 'The Hitman' Hart teamed up with Amazon to deliver a donation of more than 100 essential items to the Children's Cottage Society, a Calgary charity that provides support services to local families.

The items - including school supplies, shoes, apparel, electronics, and daily essentials - were part of a wish list that the charity created on Amazon.ca to mark the completion of their Caring Together campaign, which raised funds to build a new child and family centre in the city's northwest.

"The Children's Cottage Society is incredibly grateful for the tremendous support we receive from our caring community of donors and volunteers - and Amazon has been a longstanding partner, donating money, goods, and volunteer time. We're honoured that Amazon identified this opportunity to put their faster delivery speeds to the test with us - and we now have two delivery vans full of essential items that will be put to good use."

- Danielle Ladouceur,
CEO, Children's Cottage Society



Your Voice is Power

32,000+ students & teachers

across Canada were engaged by Your Voice is Power in 2025, up from 25,000 in 2024.

Launched in 2022 by TakingITGlobal, Amazon Future Engineer, and Amazon Music, Your Voice is Power is an in-school curriculum program that teaches coding skills to middle and high school students while facilitating important discussions on the First Nations, Inuit, and Métis experience. Students remix music from leading Indigenous artists, including Aysanabee, Jayli Wolf, Dakota Bear, and Samian using the EarSketch coding platform.

Topics covered in the curriculum include Residential Schools, the Sixties Scoop, and the Truth and Reconciliation Commission's 94 Calls to Action. Students can enter their remixes in a national competition judged by a panel of experts from the music industry and academia, including JUNO Award- winning artist Aysanabee and representatives from Amazon Music and the University of British Columbia.





Think Big Space

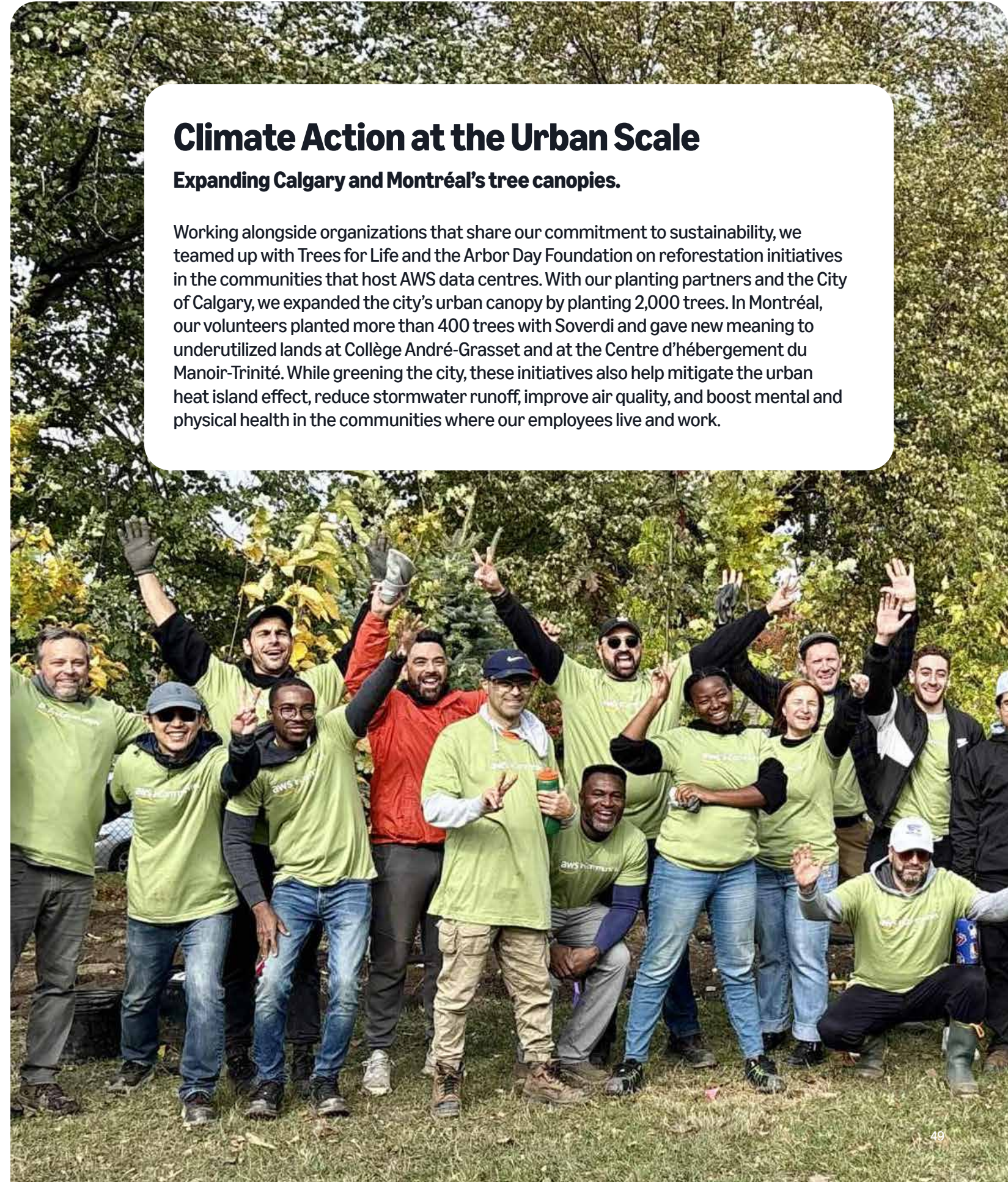
A first in Canada and in the French-speaking world – bridging the STEAM learning gap outside the classroom.

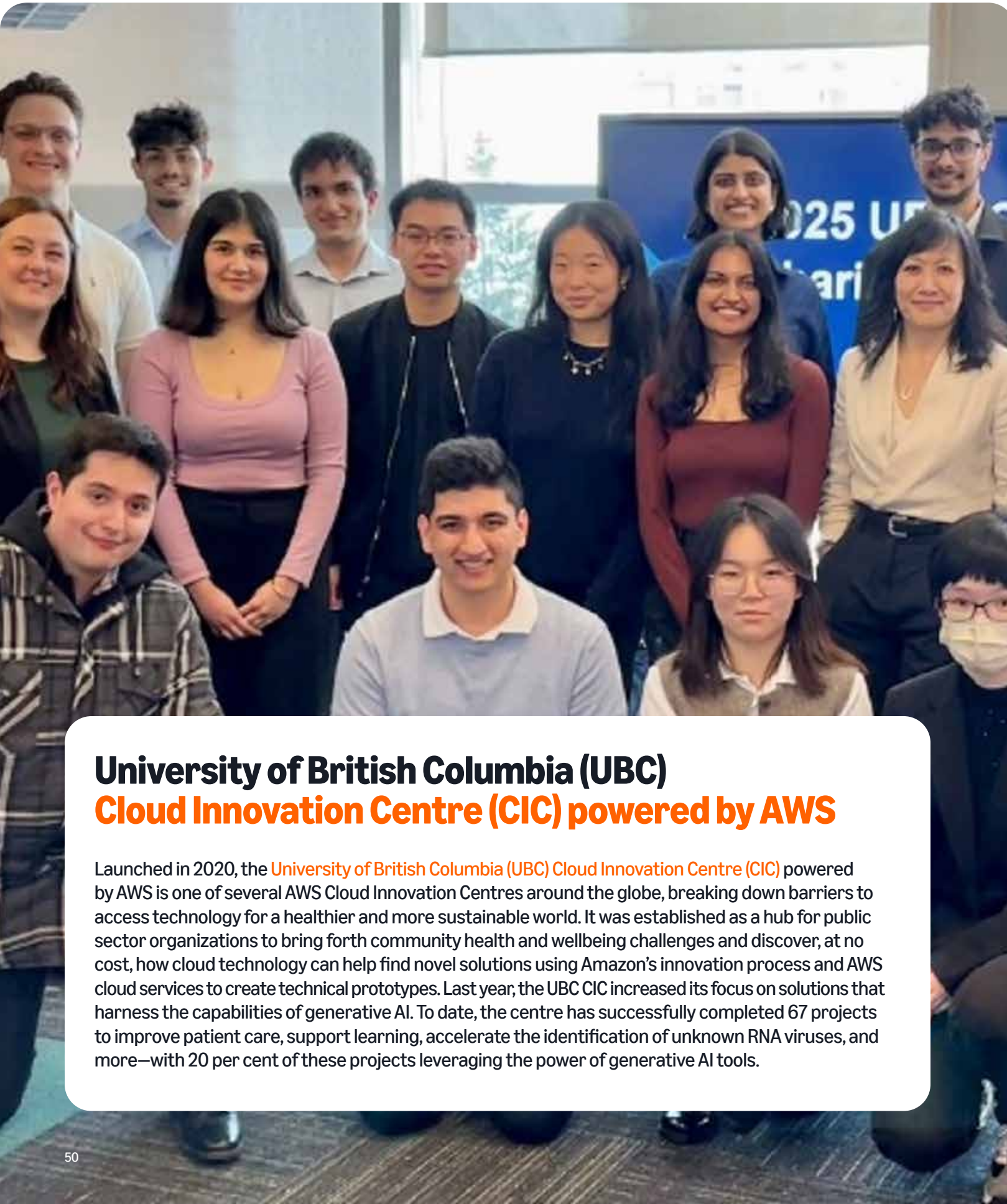
The AWS Think Big Space at Centre Lasallien in Montréal, Québec, is a dedicated science, technology, engineering, arts, and mathematics (STEAM) educational hub that welcomes all learners—including those that have long been underrepresented—and empowers them to pursue careers in these fields through a range of learning paths. Since opening its doors in October 2024, the space has hosted over 400 free STEAM education workshops and welcomed over 3 200 youth from Montréal's Saint-Michel neighbourhood—one of Canada's most ethnoculturally diverse neighbourhoods—opening the doors to a world of possibilities.

Climate Action at the Urban Scale

Expanding Calgary and Montréal's tree canopies.

Working alongside organizations that share our commitment to sustainability, we teamed up with Trees for Life and the Arbor Day Foundation on reforestation initiatives in the communities that host AWS data centres. With our planting partners and the City of Calgary, we expanded the city's urban canopy by planting 2,000 trees. In Montréal, our volunteers planted more than 400 trees with Soverdi and gave new meaning to underutilized lands at Collège André-Grasset and at the Centre d'hébergement du Manoir-Trinité. While greening the city, these initiatives also help mitigate the urban heat island effect, reduce stormwater runoff, improve air quality, and boost mental and physical health in the communities where our employees live and work.





University of British Columbia (UBC) Cloud Innovation Centre (CIC) powered by AWS

Launched in 2020, the [University of British Columbia \(UBC\) Cloud Innovation Centre \(CIC\)](#) powered by AWS is one of several AWS Cloud Innovation Centres around the globe, breaking down barriers to access technology for a healthier and more sustainable world. It was established as a hub for public sector organizations to bring forth community health and wellbeing challenges and discover, at no cost, how cloud technology can help find novel solutions using Amazon's innovation process and AWS cloud services to create technical prototypes. Last year, the UBC CIC increased its focus on solutions that harness the capabilities of generative AI. To date, the centre has successfully completed 67 projects to improve patient care, support learning, accelerate the identification of unknown RNA viruses, and more—with 20 per cent of these projects leveraging the power of generative AI tools.



Expanding Access to Canadian Science Centres

In 2025, thousands of Canadians enjoyed free access to Science World (Vancouver, BC), TELUS Spark Science Centre (Calgary, AB) and TELUS World of Science (Edmonton, AB) thanks to support from Amazon Future Engineer. Amazon Future Engineer Days featured pop-up activations of the Your Voice is Power coding education initiative, Amazon Robotics displays, and more.

**100+
Amazon
employees**

volunteered their
time at the events.



Investing in Sustainability



Amazon is using its size and scale to lead and make a difference in tackling climate change, which is why the company is committed to reaching net zero carbon emissions by 2040 through The Climate Pledge.

The Climate Pledge is a commitment to reach net-zero carbon emissions by 2040—10 years ahead of the Paris Agreement. Amazon co-founded The Climate Pledge in 2019 to build a cross-sector community of companies, organizations, individuals, and partners working together to address the climate crisis and solve the challenges of decarbonizing our economy.

**THE
CLIMATE
PLEDGE**



20 Canadian companies have joined Amazon in signing The Climate Pledge to date:

Fill it Forward



Genecis

InterVISTAS
a company of Royal LePage

NEXII



surestep

go for



intelcom

flow
alkaline spring water

StarTech.com

HOLT RENFREW



GEOTAB



Amazon rolls out electric delivery vans from Rivian in Canada

Fifty custom electric delivery vans (EDVs) from Rivian are now on the road in Greater Vancouver, operating out of Amazon's DYV1 delivery station in Delta, BC, where two local Amazon Delivery Service Partners have incorporated the vehicles into their routes.

The custom EDVs are the product of Amazon's partnership with Rivian, which the companies announced in 2019 when Amazon co-founded, and became the first signatory of, The Climate Pledge—with the goal of reaching net-zero carbon across its operations by 2040.

"The Rivian electric delivery van is unlike anything else on the market. We've engineered this vehicle to be the superior choice for fleets, intentionally integrating safety, comfort, and sustainability into every detail."

- Tom Solomon, Rivian's Vice President of B2B Growth and Business Development

"We're thrilled to launch Amazon's first custom electric delivery vans in Canada. As we advance our local investments and innovations, this initiative reflects Amazon's broader mission to build a transportation network that works for our customers, our communities, and our planet."

- Jasmin Begagic, Director of AMZL Canada



Amazon is the world's largest corporate purchaser of renewable energy for the fifth year in a row.

Amazon has announced three renewable energy investments in Canada:

Buffalo Plains Wind Farm

is a wind farm in Vulcan County, Alberta – the company's first wind farm investment in the country, which is capable of producing more than 400 megawatts (MW) of renewable energy.

Travers Solar Farm

in Vulcan, Alberta. The project is already producing 400MW of power each year.

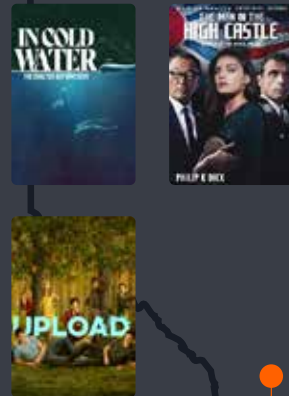
These projects are helping power Amazon's local operations, including AWS data centres and Amazon fulfilment centres, sortation centres, and delivery stations, while also providing new sources of carbon-free power to local communities where the projects are located.



Amazon MGM Studios and Prime Video: Canada on Camera

Amazon MGM Studios is a proud part of the film and television industry in Canada, creating a meaningful impact that spans the industry value chain.

Vancouver, BC



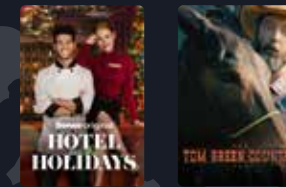
Winnipeg, MB



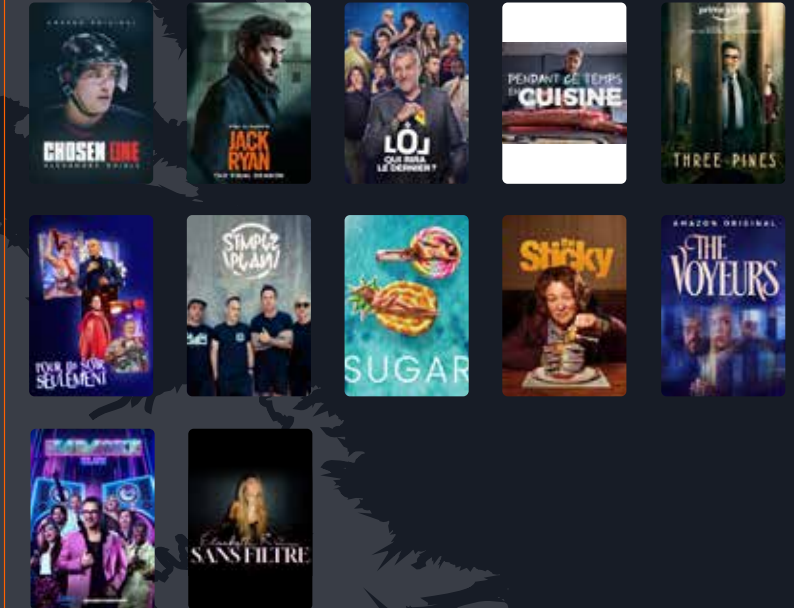
North Bay, ON



Ottawa, ON



Montréal, QC



Eastern Townships, QC



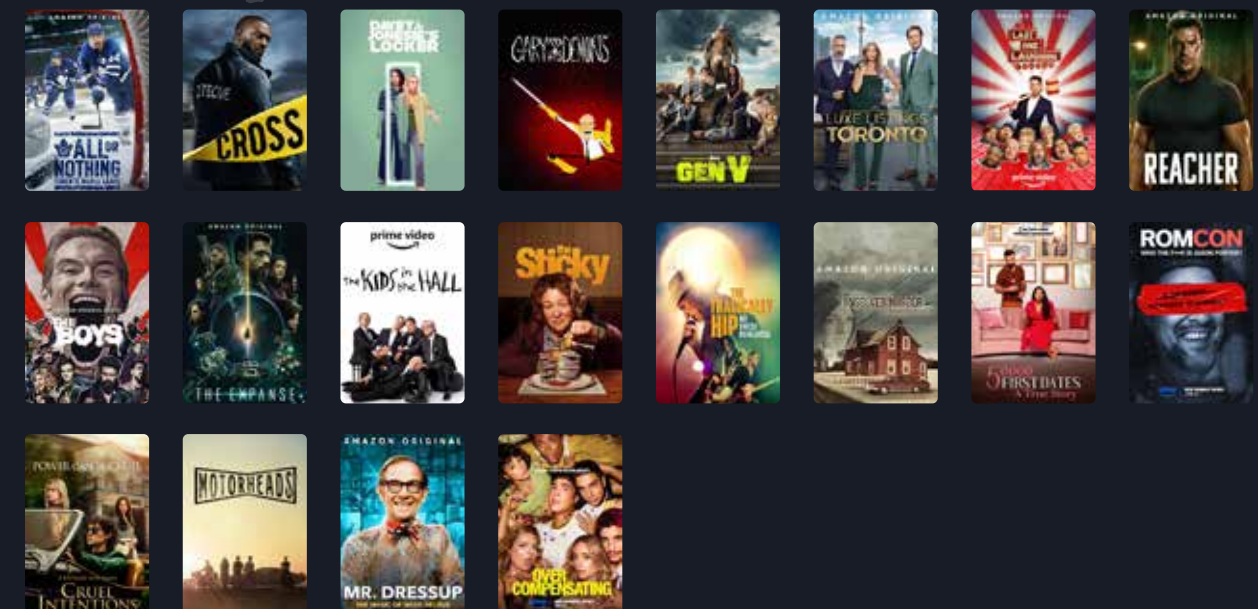
Halifax & Lunenburg, NS



Northern Ontario



Greater Toronto Area, ON



Vancouver Island, BC



Calgary, AB



Showcasing Canada and Telling Canadian Stories Across the Globe: Canadian and Global Originals Filmed in Canada

50+ Amazon Original series & film

have been filmed in Canada by Amazon MGM Studios since 2015.



***John Candy: I Like Me* made its world premiere at the opening night of the 50th Toronto International Film Festival on Thursday, September 4, before debuting globally on Prime Video on Friday, October 10.**

John Candy: I Like Me features commentary from collaborators during his career, including SCTV collaborators Catherine O'Hara, Eugene Levy, and Martin Short, as well as Dan Aykroyd (*Saturday Night Live*, *The Great Outdoors*), Steve Martin (*Planes, Trains and Automobiles*), Tom Hanks (*Splash*), Macaulay Culkin (*Uncle Buck*), and more.

Those who knew John best share his story, in their own words, through never-before-seen archival footage, imagery, and interviews. It's a documentary of the life, career, and loss of one of the most beloved actors of all time.

The documentary is directed by Colin Hanks (*All Things Must Pass: The Rise and Fall of Tower Records*, *Eagles of Death Metal: Nos Amis*), and was produced by Sean Stuart, Glen Zipper, Ryan Reynolds, George Dewey, Johnny Pariseau, and Shane Reid. Co-executive producers include Chris Candy, Jennifer Candy-Sullivan, and Rosemary Candy.



Prime Video 2025 Canadian Original Series and Films





prime



Prime Monday Night Hockey Returns for a Second Season

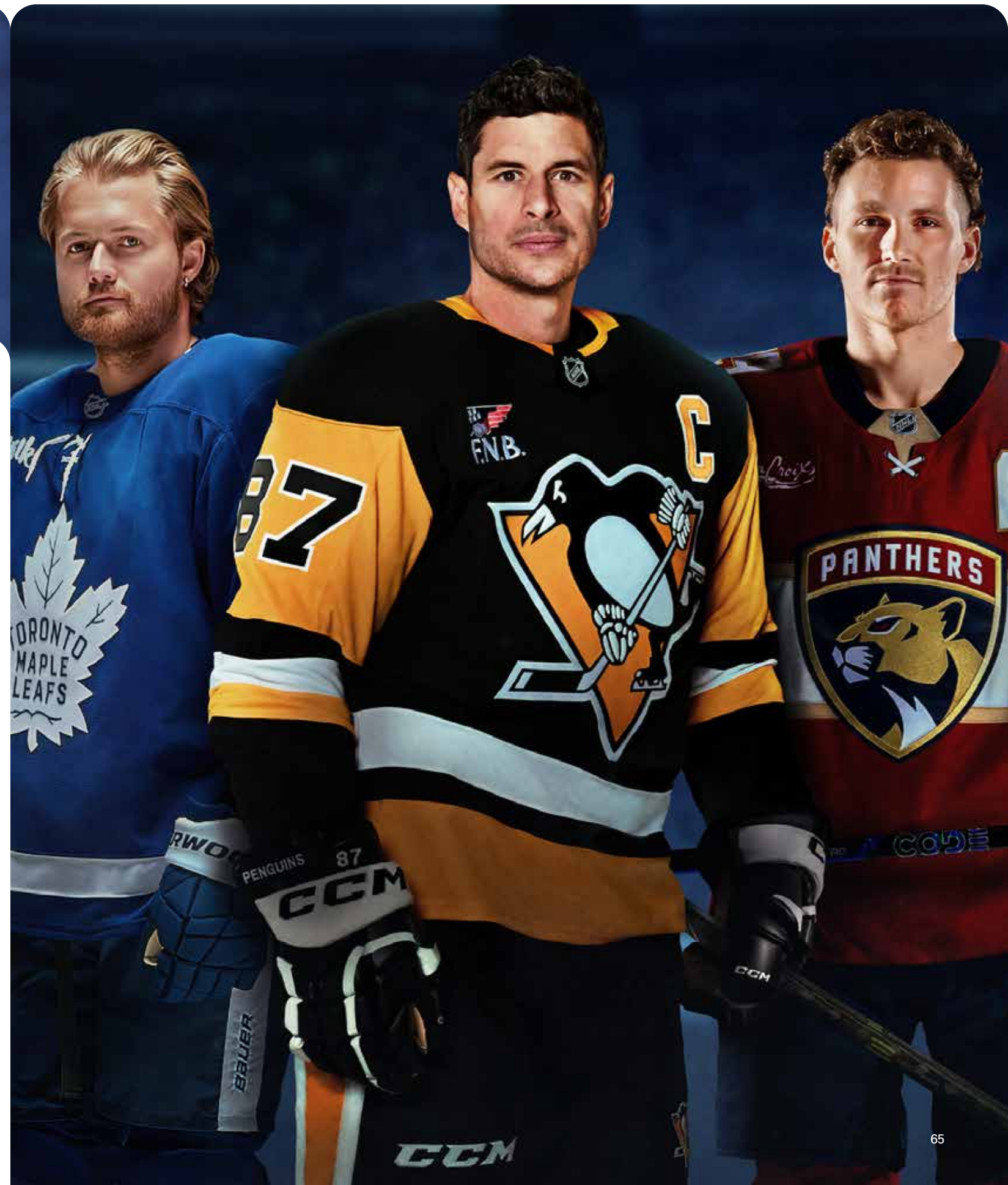
Prime Monday Night Hockey is back on Prime Video for the 2025-26 NHL season, bringing exclusive English-language broadcasts of all national regular season Monday night games directly to Canadian viewers, with no regional or local restrictions.

Prime Monday Night Hockey delivers premium production quality, innovative camera angles, and expert commentary that brings viewers closer to the ice than ever before. Prime Video's coverage includes pre-game analysis, intermission highlights, and post-game breakdowns from some of hockey's most respected voices. Multi-platinum Canadian rock band Billy Talent has recorded an Amazon Music Original cover of Rush's classic "Limelight" specifically for Prime Monday Night Hockey, which is featured throughout the 2025-26 season broadcasts.

Season 2 of *FACEOFF: Inside the NHL* also premiered in 2025, taking viewers behind the scenes of the National Hockey League, delivering an unfiltered look at the players' lives, training regimens, and the high-stakes world of professional hockey.

The latest season of the critically acclaimed docuseries from Box to Box and NHL Productions features an unprecedented lineup that spans eras of hockey excellence, including stars Quinton Byfield (Los Angeles Kings), Sidney Crosby (Pittsburgh Penguins), Thomas Harley (Dallas Stars), Wyatt Johnston (Dallas Stars), Anze Kopitar (Los Angeles Kings), Marc-Andre Fleury (Minnesota Wild), Mikko Rantanen (Dallas Stars), and Hockey Hall of Fame inductee Brendan Shanahan. Returning players include Matthew Tkachuk (Florida Panthers) and William Nylander (Toronto Maple Leafs) alongside previously announced forward Seth Jarvis (Carolina Hurricanes), centre Sean Monahan (Columbus Blue Jackets), defenceman Zach Werenski (Columbus Blue Jackets) and captain Brady Tkachuk (Ottawa Senators).

From the serene moments of introspection to the heart-pounding intensity of game time, *FACEOFF: Inside the NHL* showcases the extraordinary blend of skill, determination, and sacrifice required to excel in one of the world's most demanding sports.





Simple Plan: The Kids in the Crowd

The Amazon Original documentary, *Simple Plan: The Kids in the Crowd*, launched globally on Prime Video during summer 2025. The documentary chronicles the formation of Simple Plan in Montréal in the late 1990s: their rise to global stardom with hits like “Welcome to My Life,” “I’d Do Anything,” and “Perfect,” and their continued impact as one of the most successful punk rock bands that continues to sell out shows worldwide. The documentary features never-before-seen archival footage, along with new interviews with the band members and celebrated icons of the punk rock community, including Mark Hoppus (Blink 182), Avril Lavigne, Dexter Holland & Noodles (The Offspring) and Fat Mike (NoFX). Directed by Didier Charrette, the film is produced by Sphere Media with executive producers Bruno Dubé, Renaud Chassé, and Marie-Hélène Tremblay, and producer Samuel Sauvageau. To celebrate the documentary, Amazon Music released an exclusive demo version of “I’m Just A Kid” for customers.



Karaoké Club

Karaoké Club, a new Amazon Original series adapted from the successful NBC Universal international format, features celebrities invited to participate in a one-of-a-kind karaoke competition filled with entertaining challenges during a wild night of performances. As the night progresses, some celebrities are kicked out of the Club, while new arrivals shake up the dynamics. Hosted by comedian Stéphane Rousseau, celebrity contestants include Karine Vanasse, Arnaud Soly, Lou-Pascal Tremblay, Debbie Lynch-White, Pierre-Yves Lord, and Chloée Deblois. *Karaoké Club* is produced by Attraction for Amazon MGM Studios.





Amazon Music: Celebrating Canadian Creators



Indigenous & South Asian Song Camps

Amazon Music Canada participated in the Indigenous Song Camp in partnership with SOCAN for the third consecutive year, bringing together 16 Indigenous participants from across the country and resulting in 19 new songs, plus a live sync brief opportunity that led to four original submissions. Amazon Music also partnered with consulting agency Ode on a two-day South Asian Songwriter Camp in downtown Vancouver, celebrating South Asian artists, producers, and songwriters across genres and languages, with an Amazon Music Original song from the camp set to launch on Amazon Music in 2026.

Northern Echoes

Amazon Music debuted Northern Echoes, an innovative program showcasing emerging Canadian talent, with four powerful performances from artists Barrin May, Morgan Robertson, Levoy (Patrick Lavoie), and Nick Bellingshausen.

Available to watch on [Instagram](#) and [YouTube](#), with exclusive listening on [Amazon Music](#), this groundbreaking content series discovered hidden talent from remote Canadian communities through an open submission process. The result is a collection of four original songs, released as Amazon Music Originals, featuring artists at the dawn of their musical careers.

The series takes viewers on an intimate journey through each artist's story, exploring how their communities have shaped their musical identity. Each performance was captured at iconic locations across Canada, including national historic sites, parks, and marine conservation areas.



Nick Bellingshausen - “Overtime”

[Watch here](#) | [Listen here](#)

Making his musical debut, Nick Bellingshausen performs from Rouge National Urban Park, Canada’s largest urban park spanning an impressive 79km². Hailing from Moonstone, Ontario, Bellingshausen’s love of music was cultivated by his family growing up, although he only started writing original music in the last two years.



Barrin May - “Maria”

[Watch here](#) | [Listen here](#)

Against the stunning backdrop of Clear Lake in Riding Mountain National Park, Barrin May delivers a powerful and emotionally charged performance of his original song “Maria.” Representing his home community of St. Theresa Point in Northern Manitoba, May’s heartfelt composition showcases the profound musical talent emerging from Canada’s remote First Nations communities.



Morgan Robertson - “Crude”

[Watch here](#) | [Listen here](#)

Under the vast skies of Grasslands National Park, Saskatchewan, Morgan Robertson’s stripped-down performance captures the untamed spirit of Canada’s prairies. Her voice, as authentic as her hometown of Carlyle, Saskatchewan, brings a raw emotionality to this original composition that speaks to the heart of rural Canadian life.



Levoy - “Chute libre”

[Watch here](#) | [Listen here](#)

Filmed overlooking Quebec’s Saguenay–St. Lawrence Marine Park, Levoy delivers a haunting performance that echoes the raw power of his surroundings. The proud francophone artist’s deeply personal composition draws from his roots in La Baie, where his connection to the land and its heritage runs deep through his family’s ties to the Wolastoqiyik territory.



Championing Quebec Artists & Francophone Voices

Supporting artists and the music industry in Québec remains a key priority for Amazon Music. This year, the team invested in ADISQ—Québec’s premier music awards gala—capturing content with artists including Pierre Lapointe, Ariane Moffatt, and Roxane Bruneau. Claudia Bouvette was recognized as an Amazon Music “Artist To Watch,” with out-of-home and bespoke content, and Eli Rose released an Amazon Music Original version of Beau Dommage’s “23 décembre.”





Introducing Alexa+ in Canada: The Next Generation of Alexa

Canadian customers have interacted with Alexa over 20 billion times in the last three years, and Alexa+, Amazon's next-generation AI assistant, is more conversational, smarter, deeply personal, and gets more things done for you.



Alexa+ has launched in Canada as the first international expansion, free for Prime members.

Alexa+ has agentic capabilities, but is more than an agent. Alexa knows you, has personality, and is fun. She's proactive, you can delegate tasks, and she takes action on your behalf. The more you interact with Alexa+, the better it gets. Alexa can answer virtually any question and have a full-on conversation about almost any topic.

Alexa+ works out-of-the-box with services and devices you use in your daily life. In Canada, those include: OpenTable, Fodor's, CBC, Amazon Music, Spotify, Prime Video, Ring - and, coming soon, TripAdvisor, Suno, Yelp, and UberEats, and more. Alexa+ is authentically local and genuinely Canadian. For example, she understands what a 'double double' from Tim Hortons is, and what a Loonie means. She'll also drop an 'eh' into conversation here and there. English-speaking Canadians can now sign up to join the Alexa+ Early Access phase and experience this transformative voice AI designed specifically for Canadians at amazon.ca/newalexa.

