

OUR TRUE NORTH

OFFICIAL PUBLICATION OF TRUE NORTH SPORTS + ENTERTAINMENT

REPORT TO THE COMMUNITY

2017-18







9	#WPGWHITEOUT STREET PARTIES	120,500	FANS
\$2.2	MILLION EARNED MEDIA	5	MOBILE SCREENS
233	MILLION AUDIENCE REACH	15	FOOD TRUCKS
165	PORTABLE TOILETS	8HRS SETUP	4HRS TEARDOWN
26,500+	KILOGRAMS OF FOOD COLLECTED FOR WINNIPEG HARVEST	7,090	FEET OF FENCING
		2KM	FIBRE OPTIC CABLE
		400	NEWS ARTICLES
		÷100	STAFF

#WPGWHITEOUT UNITES WINNIPEG LIKE NEVER BEFORE

While the Winnipeg Jets enjoyed an unprecedented playoff run, Jets fans and the city of Winnipeg also made history as the Whiteout phenomenon that first made waves in 1987 picked up right where it left off. Fans flooded the streets surrounding Bell MTS Place to create a sea of white and a new Whiteout tradition for 2018.

Hosted by Economic Development Winnipeg, in partnership with True North Sports + Entertainment and the City of Winnipeg, the #WPGWhiteout Street Parties were one of the largest-ever multi-day public outdoor gatherings in the city's history. Over the course of nine home playoff games, 120,500 fans created a community downtown to celebrate not only the home team, but also their civic pride. Thousands more gathered to watch games at the city's restaurants and bars, benefiting downtown and community businesses.

Broadcasting live from the heart of the Street Parties, local, national, and international media put our city and our team in the spotlight across the nation and around the world, reaching 233 million people through \$2.2 million in earned media coverage. While the events themselves were a tremendous show of support for the players and a fun and creative way for Jets fans to celebrate, the unity, community, elevated prominence of our city, long-term benefits, and positive feelings left with Winnipeggers are the true impact of the #WPGWhiteout Street Parties.







OUR TRUE NORTH

When we look back over the past couple of years, we can't imagine how the upcoming year could get much bigger for our community and our company, True North Sports + Entertainment. That's kind of how we felt after hosting the Heritage Classic in 2016-17, and then along came 2017-18, and a remarkable Stanley Cup Playoff run for the Winnipeg Jets.

With the overwhelming support of our fans, we enjoyed our greatest success to date, finishing second overall in the 2017-18 NHL regular season with 114 points, our most in any season. The Winnipeg Jets also advanced to the Western Conference Final, another first for our community, franchise, and company. The Manitoba Moose also had a strong season, setting a number of franchise records and earning their first post-season play since returning to Winnipeg in 2015.

Working closely and collaboratively with our partners, the City of Winnipeg and Economic Development Winnipeg, tens of thousands of Winnipeggers and hockey fans from all over North America gathered safely and respectfully on the streets of downtown Winnipeg around Bell MTS Place for a series of nine celebratory #WPGWhiteout Street Parties.

Whether celebrating inside or outside our arena, our fans, yet again, showed the world that Winnipeg has the most knowledgeable, most passionate and most supportive fanbase in the NHL. Your passion fuels our passion in striving to be a source of pride for our community.

While we still have much work to do in the years ahead, a June 2018 Winnipeg Free Press/Probe Research poll indicated we're on the right path: "almost half of adult residents surveyed (49 percent) said they feel 'a lot more positive about Winnipeg' in the wake of the Jets making it to the third round of the Stanley Cup Playoffs and the accompanying public celebrations."

As you look through the pages of the 2017-18 edition of True North's Report to the Community, you'll see that we have many success stories that go beyond our hockey teams. We simply could not have done it without your support.

On behalf of my family, my partner David Thomson, our board of directors, business partners, and our 1,500 full-time and part-time employees, thank you for an unforgettable 2017-18. We can't wait to see what 2018-19 has in store for our community.

Warm regards,

Mark J. Chipman
Executive Chairman and Governor, Winnipeg Jets Hockey Club
True North Sports + Entertainment

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INAUGURAL MENTAL WELLNESS SUMMIT CELEBRATES YOUTH EMPOWERMENT & WELL-BEING

OUR TRUE NORTH

OFFICIAL PUBLICATION OF
TRUE NORTH SPORTS + ENTERTAINMENT

REPORT TO THE COMMUNITY 2017-18

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WE ARE TRUE NORTH.

At True North, living our values makes all the difference in our ability to pursue our vision of being a consistent source of pride for our entire community and to deliver on our mission of providing a superior patron experience in all of our facilities. Our team of 60 players, 250 full-time and 1,250 part-time employees each have a unique and integral role in ensuring that True North continues to make a meaningful impact in our community. For the past 11 years True North has been recognized as one of Manitoba's Top Employers, according to Canada's Top 100 Employers



competition, which underlines our efforts to constantly strengthen True North's culture and work environment. By reinvesting in our people and in our facilities, True North will continue to innovate and build upon our service, our programs and our

success. We look forward to the milestones that are ahead for both our organization and our community, and we will embrace new challenges together, stronger as a team, because WE ARE TRUE NORTH.

RISE TOGETHER.

The Winnipeg Jets posted their best regular season in franchise history in 2017-18, going 52-20-10. The hockey club set franchise records for most wins (52) and points (114) in a season, as it was the first time in franchise history that the organization surpassed 50 wins and 100 points in a season. The two records were largely propelled by the Jets winning 11 of their final 12 games of the regular season.

NEW FRANCHISE RECORDS:

52 WINS 114 POINTS

PLAYER HIGHLIGHTS



CAPTAIN TAKES ROUTE 90

Blake Wheeler finished the 2017-18 regular season with 91 points, tying for fifth-most points in a season in franchise history and making him only the third different player to register 91 or more points in a season. Wheeler finished tied for the NHL lead in assists with a career-high 68. He added 18 assists in 17 Stanley Cup Playoff games and was one of three finalists for the Mark Messier Leadership Award that recognizes an individual superior leader within their sport.

LAINÉ'S WORLD

Patrik Laine finished second in the NHL with 44 goals in 82 games. His best stretch of the season came from Feb. 16 to Mar. 18 when he had 18 goals in 15 games. Laine also led the NHL in power play goals, with 20, and was tied for fourth with eight game-winning goals.

31 FOR KC

Rookie forward Kyle Connor recorded 31 goals, leading all NHL rookies in goals, and joined Patrik Laine (36 in 2016-17) as the only two rookies in franchise history to score more than 30 goals in a season. He also led NHL rookies with seven game-winning goals, including three in overtime, which was one behind the NHL record for most overtime goals by a rookie in a season.

STELLAR-BUYCK

Goaltender Connor Hellebuyck won 44 games this season (44-11-9), including an NHL-best 30-5-2 at home, which matched an NHL record for the most wins at home by a goaltender in a single season. Hellebuyck also set the record for the most wins in a season by an American goaltender. He wrapped the season by being nominated for the Vezina Trophy as one of the NHL's top goaltenders.

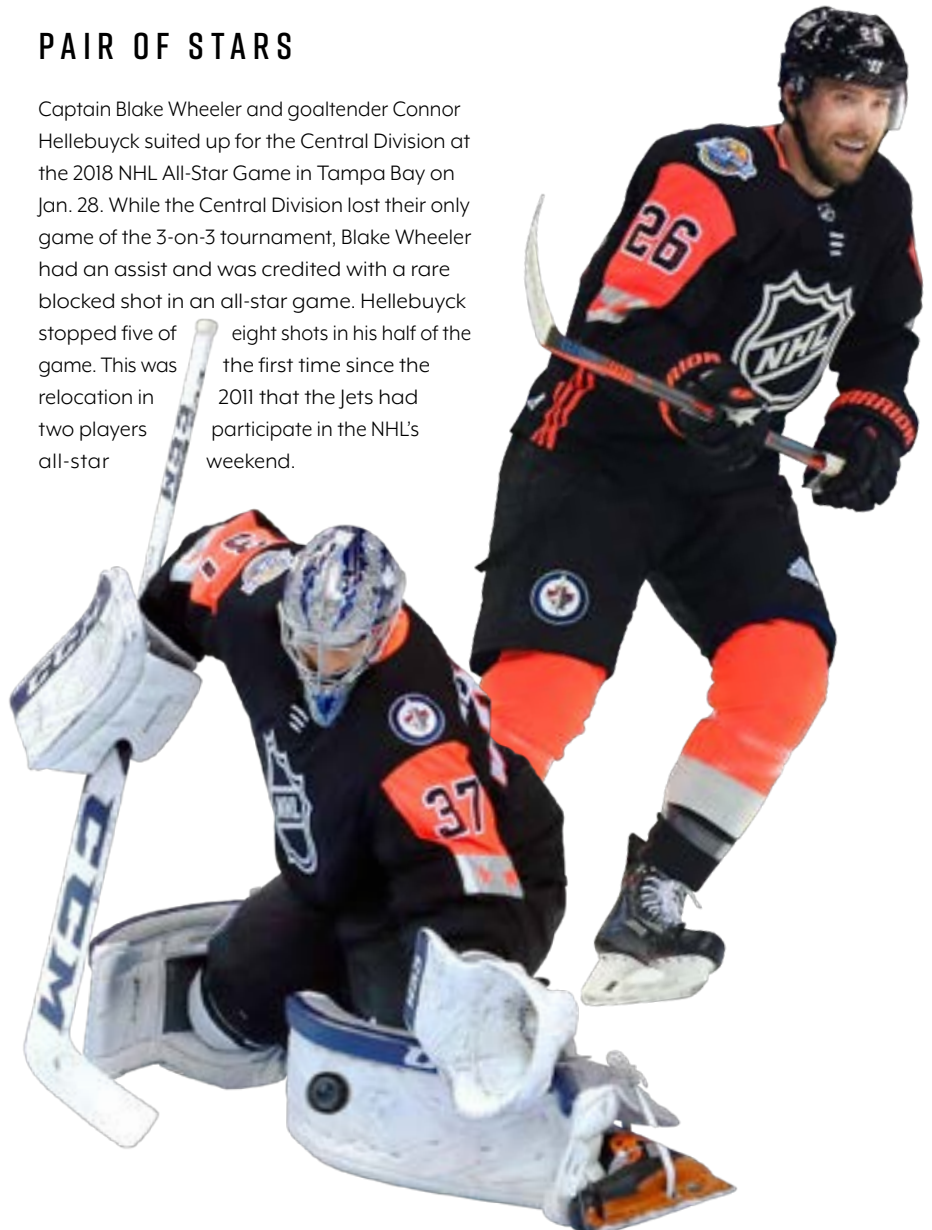
HOME SWEET HOME

The home of the Winnipeg Jets underwent a change in name and a change in home ice advantage in 2017-18. The Jets ended the regular season on a franchise record nine-game home winning streak at Bell MTS Place, which gave them the most points at home in the NHL with 66, and wins at home with 32, and established a franchise record for most home wins in a season. Winnipeg scored a league-high 156 goals at home this season, while allowing just 101 goals.



PAIR OF STARS

Captain Blake Wheeler and goaltender Connor Hellebuyck suited up for the Central Division at the 2018 NHL All-Star Game in Tampa Bay on Jan. 28. While the Central Division lost their only game of the 3-on-3 tournament, Blake Wheeler had an assist and was credited with a rare blocked shot in an all-star game. Hellebuyck stopped five of eight shots in his half of the game. This was the first time since the relocation in 2011 that the Jets had two players participate in the NHL's all-star weekend.





WE ARE WINNIPEG.

2018 PLAYOFFS



PLAYOFF FIRSTS

The 2018 Stanley Cup Playoffs featured many franchise firsts. Winnipeg's win in Game 1 of their first round playoff series against the Minnesota Wild was the first playoff win in franchise history. It also marked the first time since April 18, 1992 (Jets beat Vancouver 3-2) that a Winnipeg NHL franchise won the first game of a playoff series. The Jets earned their first series victory in franchise history when they won their first round playoff

series against the Wild in five games. The last time a Winnipeg NHL team won a playoff series was in 1987. Added to these firsts was the first Game 7 victory in franchise history when the Jets beat the Nashville Predators 5-1 in Game 7 of their second round series. Paul Stastny led the Jets to the win with two goals and an assist, while Mark Scheifele also scored twice, and Connor Hellebuyck stopped 36 of 37 shots for the win in goal.





PLAYOFF SNIPER

Mark Scheifele finished the 2018 Stanley Cup Playoffs second in goal scoring with 14 goals despite only playing 17 games. He set an NHL record for most road goals in a playoff series with seven tallies in the second round against the Nashville Predators, and also had a pair of goals in each of Game 1, 2 and 7 in Nashville. Scheifele scored 33.3 percent of the Jets' goals in the playoffs and had a 31.1 shooting percentage.







RECORD-SETTING FIRST HALF

The Moose had a first half to remember in 2017-18. The team posted a record of 25-8-3-2 through 38 games for the best winning percentage (0.724) in the AHL at the mid-point. That mark set a franchise record for the club's best start. The 2017-18 Moose reached 25 wins faster than any other edition of the team, requiring just 35 games to reach the plateau.



MICHAEL HUTCHINSON

39

8 SAMI NIKU

MASON APPLETON

27

COACH PASCAL VINCENT

WELL DECORATED

THE MANITOBA MOOSE BECAME ONLY THE FOURTH TEAM SINCE 1968 TO HAVE INDIVIDUALS CAPTURE THE DUDLEY (RED) GARRETT AWARD FOR **OUTSTANDING ROOKIE** (MASON APPLETON), LOUIS A.R. PIERI AWARD FOR **OUTSTANDING COACH** (PASCAL VINCENT), AND THE EDDIE SHORE AWARD FOR **OUTSTANDING DEFENCEMAN** (SAMI NIKU) IN THE SAME SEASON.

Appleton set a new franchise rookie scoring record while finishing first in points among rookies, and fourth overall with 66 points (22G, 44A) in 76 games last season. Niku was third in rookie scoring and second overall among defencemen with 54 points (16G, 38A) in 76 games. Vincent, in his second season as head coach of the Moose, took the team from a 68-point finish (29-37-5-5) in 2016-17, to a 92-point campaign (42-26-4-4) in 2017-18. Appleton and Niku were also named to the AHL First All-Star Team and All-Rookie Team, while Michael Hutchinson earned a spot on the AHL Second All-Star Team.



**BEST RECORD:
15-0-0-1**

STREAKIN'

The Moose set a franchise record by recording at least a point in 16 straight games from Nov. 15 to Dec. 30. During that run, Manitoba posted a 15-0-0-1 record to take over the top spot in the AHL at the time. The Moose also racked up points in 13 consecutive home games from Oct. 15 to Dec. 30 to claim a franchise record. Manitoba tallied the longest road points streak in the AHL this season at 14 games from Nov. 24 to Feb. 6, just one game shy of matching the franchise mark of 15 games set in 2011-12 when the team was based in St. John's.



FUELLING THE JETS

The Moose had three players make a significant contribution at the NHL level last season. Kyle Connor only played four games for the Moose, racking up five points (3G, 2A) before going on to score 31 goals in 76 games with the Winnipeg Jets. Jack Roslovic posted 35 points (15G, 20A) in 32 games with Manitoba, and led the AHL in scoring before making the jump to the NHL where he tallied 14 points (5G, 9A) in 31 games. Defenceman Tucker Poolman spent time going back and forth between the Moose and Jets, while accumulating 10 points (1G, 9A) in 17 AHL games and two points (1G, 1A) in 24 NHL contests. Overall, eight players suited up for both the Moose and Jets during the 2017-18 season.

NUMBER OF GAMES IN THE NHL

NIKU
D
1
GAME

COMRIE
G
3
GAMES

HUTCHINSON
G
3
GAMES

LEMIEUX
F
9
GAMES

PETAN
F
15
GAMES

POOLMAN
D
24
GAMES

ROSLOVIC
F
31
GAMES

CONNOR
F
76
GAMES

LET LOOSE



INTO THE SECOND ROUND

This year's trip to the Central Division Finals marked the first time the Moose franchise has advanced to the second round of the Calder Cup Playoffs since the team made

a run to the 2014 Calder Cup Finals as the St. John's IceCaps. It was the 11th time in 22 seasons that the organization advanced to the second round of the AHL/IHL playoffs.





ALUMNI

100+ INVOLVED
ACTIVE ALUMNI MEMBERS

50+ EVENTS
ATTENDED THIS SEASON

2 SCHOLARSHIPS
IN PARTNERSHIP WITH THE MHSAA

4 INDUCTEES
TO THE WINNIPEG JETS
HALL OF FAME

NEW WEBSITE
winnipegjets.com/alumni

WINNIPEG JETS ALUMNI & FRIENDS

The Winnipeg Jets alumni have a very important role in celebrating Manitoba's rich hockey history and in being part of our present-day hockey memories. Over the past year, the Winnipeg Jets worked with Jordy Douglas and Gerard McDonald to formally establish an active association. Benefiting from the work of Douglas, McDonald, and the previous alumni group, and adding the support and resources of True North Sports + Entertainment, the Winnipeg Jets Alumni & Friends will be able to make an even greater impact in giving back to our local hockey community.

"DUCKY" INDUCTION

The Winnipeg Jets Hall of Fame gained another hockey legend this past fall, as the Jets proudly recognized Dale Hawerchuk's time as a Jet, and his contributions to the city. On November 14, fittingly during a game against the former Jets 1.0 franchise, now the Arizona Coyotes, Hawerchuk witnessed his number 10 get raised to the rafters of Bell MTS Place, where it joined the original Jets Hall of Fame class of Bobby Hull, Ulf Nilsson, and Anders Hedberg.

Several of Hawerchuk's Jets teammates returned to Winnipeg to celebrate with him, including Randy Gilhen, Paul McLean, Dave Babych, Dave Ellett, Scott Arniel, and Jordy Douglas. Original Jets Hall of Fame members Nilsson and Hedberg were also on hand to congratulate Hawerchuk.

The induction game was followed by the Hall of Fame luncheon on November 15. Hosted by Hockey Night in Canada's Scott Oake, and attended by close to 500 members of the community, the luncheon was a time of reminiscing highlighted by a Hot Stove panel where both praise and a few jabs were thrown at Ducky.



Local artist Jamie Hogaboam was commissioned by True North to paint Hawerchuk's Hall of Fame painting. Read more about Hogaboam's journey to the Winnipeg Jets Hall of Fame at: tnse.com/news/hogaboam



1978 WINNIPEG JETS AVCO CUP REUNION

With this past spring marking the 40th anniversary of the Winnipeg Jets 1978 AVCO Cup Championship, many members of that era-defining team descended on Winnipeg to celebrate and remember their victory. The timing couldn't have been better, as the current Jets stormed into the Western Conference Final while the alumni were in town. The Jets hosted the alumni group in a suite for Game 1 of the conference final, allowing them take in a thrilling Jets triumph over the Vegas Golden Knights.

FAN FEST

Jets alumni from both the WHA and NHL eras were on hand to celebrate the beginning of the 2017-18 hockey season at the 4th annual Fan Fest at Bell MTS Iceplex. Alumni participated in a pre-event meet and greet and were also part of the main event, where WHA Jets Ab McDonald, Joe Daley, Perry Miller and Mike Ford, and former NHL Jets Randy Gilhen and Thomas Steen treated fans to Q&A and autograph sessions.

NHL CENTENNIAL CELEBRATION

The celebration of a century of hockey thrills would not be complete without the participation of Jets alumni, who were an important part of the NHL Centennial Fan Arena when it landed at Bell MTS Place in November. The travelling hockey exhibit paid tribute to the top 100 players of all time, a list unveiled during the 2017 All-Star weekend that included Jets alumni Bobby Hull, Serge Savard and Teemu Selanne.

OPENING THE RIVER TRAIL

The Winnipeg Jets Alumni & Friends helped to usher in the official start of river trail and warming hut season for a second straight year. They took to the ice at The Forks on Jan. 26 for a game of true "old time hockey" played with pre-1919 rules, including no forward passing.

PLAYOFFS AND THE #WPGWHITEOUT STREET PARTY

Throughout the playoffs, alumni came from near and far looking to take in the excitement both inside Bell MTS Place, and outside at the #WPGWhiteout Street Party. Throughout the playoffs, the Jets were pleased to welcome Dale Hawerchuk, Teemu Selanne, Thomas Steen, Randy Gilhen, Jordy Douglas, Mike Ford, Bill Lesuk, Perry Miller, Ab McDonald, and Ray Neufeld.

2018 SCHOLARSHIP RECIPIENTS

On May 16, two Winnipeg Jets Alumni & Friends Scholarships were awarded in partnership with the Manitoba High School Athletics Association. The recipients of the 2018 awards, Bailey Reichmuth of Major Pratt School in Russell, and Cassidy Ilchena of Lord Selkirk Regional Comprehensive Secondary School, received \$1,000 each toward post-secondary education, in recognition of both their on-ice skills and school and community leadership.



LEARN TO PLAY

The NHL/NHL Players' Association's Learn to Play initiative will enter into its third season in 2018-19 with our local alumni continuing to play a key role. Justin Kurtz and Derek Meech manage the program with participation

from many other Winnipeg Jets alumni and friends. Last year, our alumni provided an introduction to hockey to 1,100 students who had never played before. Learn more on page 40.

Bell MTS Iceplex

MANITOBA'S COMMUNITY HOCKEY COMPLEX
OFFICIAL TRAINING FACILITY OF THE
WINNIPEG JETS AND MANITOBA MOOSE

Bell MTS Iceplex is the official practice and training facility of the Winnipeg Jets and Manitoba Moose. As well as running Jets Hockey Development (JHD) programming, the Iceplex provides home ice to 14 other tenant teams and leagues, including the Winnipeg Blues (MJHL), Balmoral Hall Blazers, St. Paul's High School Crusaders, the Winnipeg Jets Hockey Academy, Sledge Hockey Manitoba, and the Winnipeg Jets Hockey League (WJHL) (adult rec hockey).



JETS HOCKEY DEVELOPMENT (JHD)

With the distinction of being a Hockey Canada Centre of Excellence, Bell MTS Iceplex continues to be a leading minor hockey development facility in Manitoba. All JHD programs adhere to and are based on Hockey Canada's Core Skills, helping players to develop both individually and as a team. JHD programs continue to grow and evolve with year-round options to train with our professional coaching staff, including Learn to Skate, Minor Hockey, professional and adult hockey programs as well as custom private sessions. JHD provided on ice training to more than 40 teams during the 2017-18 season, including to all Winnipeg AAA hockey teams, as well as to more than 150 individuals at private sessions and to more than 100 small groups.

TOURNAMENTS

The Iceplex launched two new tournaments in 2017-18, attracting many out of town teams to Winnipeg for a superior hockey experience in an elite, world-class facility. The two new tournaments and three established annual tournaments – the Winnipeg Jets Challenge Cup, Manitoba Moose Minor Hockey Challenge, and All Girls Spring Classic – brought 200 teams to Bell MTS Iceplex.

WINNIPEG JETS AAA CLASSIC NOVEMBER 24-26, 2017

The inaugural Winnipeg Jets AAA Classic was presented in partnership with Winnipeg AAA hockey and attracted more than 37 scouts from the WHL, USHL, MJHL, and SJHL leagues. The tournament will grow to 16 teams for the 2018-19 season, November 22-25, 2018.

WINNIPEG JETS AA SHOWDOWN JANUARY 3-7, 2018

In its first year, the Winnipeg Jets AA Showcase attracted a team all the way from Tullinge, Sweden to engage in some international competition.





7 STAFF

...

500+ TRAINED

AMATEUR & PROFESSIONAL ATHLETES

...

20+ TEAMS

TRAIN AT FOCUS FITNESS (HOCKEY)

...

5,000 LBS OF WEIGHTS

...

1,200 CLASSES

ADULT STRENGTH & CONDITIONING

FOCUS FITNESS

With over 3,000 square feet of turf and 8,500 square feet of total workout space, Focus Fitness is an industry leader in the development of athletes, specializing in team training and individual off-season strength and conditioning for hockey players and elite athletes from all sports. Focus Fitness was proud to have two athletes earn medals at the PyeongChang 2018 Winter Olympic Games.



ICE LAB

Ice Lab goaltender development offers a unique 45' by 37' space to focus on movement mechanics that help goalies maximize their efficiency and effectiveness through personalized lesson plans. Last year, the Ice Lab held 1,800 private sessions, in addition to the Goaltender Movement and Conditioning program and the Big Ice Summer Goalie Camp.



2018 PLAYOFFS

The excitement of both the Stanley Cup and Calder Cup Playoffs brought even more fans to Bell MTS Iceplex to watch Winnipeg Jets and Manitoba Moose open practices. Spectators and players and their families who were at the Iceplex for spring hockey, the Canadian Ringette Championships, the Hockey Manitoba Cup, and the North American Hockey Classic joined fans from across the community for the excitement of the Winnipeg Whiteout as teams prepared to compete in the playoffs.



PRESS BOX RESTAURANT

The Press Box Restaurant and Sports Bar, on the 2nd floor at Bell MTS Iceplex, is a popular pre and post-game headquarters and also caters to on and off-site functions and events, including weddings, meetings, team meals, fundraisers, holiday parties and banquets. The Press Box continues to serve meals to the Jets and Moose when at the practice facility, as well as cater for the True North Youth Foundation and its Winnipeg Jets Hockey Academy (WJHA) program and Camp Manitou. For more information about booking the Press Box for your event, please call 204.926.5851.

JETS GEAR AND TRUENORTHSHOP.COM

Jets Gear and **TrueNorthShop.com** are the official retailers of the Winnipeg Jets, Manitoba Moose, and True North Sports + Entertainment. The Jets Gear flagship store is located at Bell MTS Place, which, on game days, operates up to seven additional locations throughout the arena, including an exclusive Levelwear store, which was introduced for the start of the 2017-18 season.

Jets Gear is conveniently located with four other stores in major malls across the city, including at St. Vital Centre, where shoppers are now welcomed with a new storefront and merchandise layout.

TrueNorthShop.com offers an extensive collection of merchandise and apparel. The online shopping experience was improved during the 2017-18 season with a cleaner look, easier navigation and an enhanced view of merchandise photos.

LOOKING AND PLAYING SHARP

More than a retail store, the Jets Gear located at the Bell MTS Iceplex offers a full-service pro shop, conveniently located next to all the hockey action. From skate sharpening to blades, equipment repair services, and the latest Jets and Moose merchandise, the knowledgeable and experienced staff make all the difference at the Jets Gear Pro Shop.

23,034

SKATES SHARPENED

...

69,102 MINS

SHARPENING SKATES

...

LACES + TAPE

MOST POPULAR EQUIPMENT



CONNECT WITH US



Jets Gear Store



@jetsgearstore



@jetsgearstore

TOP 5 JERSEYS



TOP 5 WHITEOUT DESIGNS

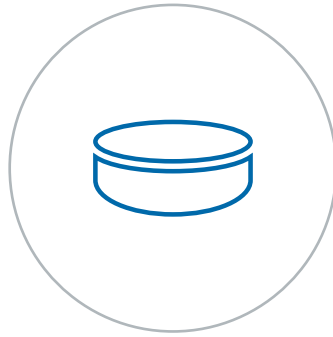




ALTERNATE HOME JERSEY REVEAL

Fans can look forward to seeing the much-anticipated Winnipeg Jets alternate home jersey in action during the 2018-19 season. Whether fans opt for the classic home or away styles, introduced as part of the adidas Authentic Pro apparel collection last season, or the new and exciting alternate home design, all customized, pro stitched jerseys are stitched in the same facility and matched in quality to the letter, and number, of players' game worn jerseys.

Just over half of the NHL's 31 teams will introduce third jerseys for the 2018-19 season.



COLLECTOR WARM-UP PUCKS

Adding to the excitement of the 2018 Stanley Cup Playoffs was the opportunity to own an official warm-up used puck during the pre-game skate of each Winnipeg Jets post-season home game. The collector pucks featured unique matchup graphics and were sold immediately following warm-up at all nine playoff home games. Jets Gear will continue to issue game-specific warm-up pucks featuring the game date along with the Jets and opponent logos for the 2018-19 season.



SHOP WHERE THE PLAYERS SHOP

Jets Gear has five permanent locations located throughout the city. Find the location nearest you!

BELL MTS PLACE
CORNER OF HARGRAVE & PORTAGE AVE

ST. VITAL CENTRE
IN THE LONDON DRUGS WING

CF POLO PARK
1485 PORTAGE AVE

BELL MTS ICEPLEX
3969 PORTAGE AVE

KILDONAN PLACE
1555 REGENT AVE WEST

DID YOU KNOW...

Jets Gear has an eBay shop where you can find current and heritage collectors' items and memorabilia. Check it out at: ebay.ca/str/truenortheshop




TrueNorthSHOP.COM

JETS GEAR ST. VITAL CENTRE STOREFRONT REDESIGN





BellMTS Place

 54 OFFSITE EVENTS	 32 SHOWS EVENTS	 42 MOOSE GAMES	 53 JETS GAMES
6 COMMUNITY EVENTS			JULY 2017 - JULY 2018



CLASSIC ROCKERS HIT THE STAGE

This past year there was no shortage of classic rockers hitting the Bell MTS Place and Burton Cummings Theatre stages. From Roger Waters, Santana and Rod Stewart, to Steve Miller, Peter Frampton, Burton Cummings, and George Thorogood, fans were ready for a nostalgic throwback.



COMMUNITY USE

Bell MTS Place hosted six community use events in 2017-18, including the Winnipeg Harvest Souper Lunch, Take Pride Winnipeg, and the Canadian Ringette Championships.

DID YOU KNOW: Bell MTS Place was rated the number one NHL venue for the 2017-18 season by Stadium Journey Magazine, and also took the top Canadian spot, ranking 20th among the top 100 sports and entertainment arenas in North America.



CAVALIA ODYSSEO'S LAST RIDE IN WINNIPEG

Due to popular demand, Cavalia Odysseo returned to Winnipeg under the white Big Top for an impressive eight-week run during the summer. This would be the last time the show would ever be in the city, as it was announced that the show would have its own residency. During its run, Cavalia hosted children from the Canadian Institute for the Blind of Manitoba for a special tour of the white Big Top and stables.



GO GREEN

The Winnipeg Jets and Bell MTS Place are proud to be members of the Green Sports Alliance, a non-profit organization with a mission to reduce the environmental impact of professional sports, and to inspire fans to join in the efforts.

Bell MTS Place has diverted 1.2M tonnes of waste since the arena opened in 2004:

- 1,979,444 kg of garbage
- 209,165 kg of cardboard
- 133,300 kg of plastic
- 69 tonnes of grease



HIGH-LEVEL HOCKEY

This past winter, Bell MTS Place hosted Team Canada's Women's Hockey team, in a pre-Olympic game against Team USA. Winnipeg was one of six hosting cities. Team Canada came out victorious beating Team USA, 2-0.



OLYMPIC DARLINGS

Bell MTS Place hosted Olympic darlings Tessa Virtue and Scott Moir as part of the 2018 Stars On Ice performance soon after they won ice dancing Gold at the 2018 Olympic Games in PyeongChang. The two announced they would be retiring from competitive figure skating shortly after the Olympics. This was one of the highest selling Stars On Ice shows the arena has seen in recent years.



NEW OPEN CONCEPT BOX OFFICE

New this year, the Bell MTS Place main box office was remodeled as part of True North's TN2020 capital expenditure and venue improvement plan. The new open concept box office allows for an improved customer service experience for patrons.



TRUE NORTH'S GROWING SECURITY DOG TEAM

In October 2017, True North's security dog team grew to five with the addition of three black Labrador Retriever puppies who began training at only six weeks of age. Grace, named in honour of Gord Downie, Ryp, named in honour of former Moose player Rick Rypien, and Lenny, named by fans in remembrance of Len "Kroppy" Kropioski, celebrated their first birthday on September 3 and have already spent a lot of time with patrons at Bell MTS Place events. Fans will see more of Grace and Ryp as they join Dante and Daisy on event patrol over the course of the 2018-19 season.



PUPPY NAME GAME GOES VIRAL

When True North put the call out to fans to name one of our new security puppies, we received an overwhelming response with more than 800 season seat holders submitting names and nearly 14,000 fans casting votes. The story went viral, making headlines across North America, including a mention on CNN's "Morning Express", and was also covered overseas, translated in several languages.



STAGE FRIGHTS

True North Sports + Entertainment, along with One Trunk Theatre and Fête Jockey Productions, transformed the Burton Cummings Theatre to a haunted house as they brought Stage Frights – Mabel's Curtain Call, to the venue October 25 to 31. Members of One Trunk Theatre transformed themselves to tell the tale of the Burt's resident ghost, Mabel Hackney. Just over one century ago, actor Mabel Hackney waved farewell to her adoring fans in Winnipeg and boarded the Empress of Ireland back home to England. Manitobans begged her to return soon, as the curtain fell on her final performance at the then Walker Theatre. When the Empress went down in the St. Lawrence, Mabel's body was never found. Only a scrap of her nightdress remained – in the hands of her drowned lover. Hundreds of people went through the venue for a scare that saw elaborate theatrics, including a boat ride across the "Atlantic". The weekend performances ended with a dance party.



BURTON CUMMINGS THEATRE REVITALIZATION

Revitalization of the Burton Cummings Theatre continued during 2017-18. Last October, Burton Cummings himself was on hand to unveil the new outdoor marquee bearing his name, as it lit up the night sky for the first time. Over the past year, the theatre has seen stage lighting and rigging upgrades, installation of insulating steam lines in the basement, first balcony seat replacement, second balcony pew seat padding, new outdoor poster boxes and restored brick wall, concession pop line install and a new walk-in cooler. The accessibility project also got underway to make the theatre more mobility friendly.



COMMUNITY USE EVENTS

There were nine community use events at the Burt in 2017-18, including the annual I Love to Read, the inaugural Project 11 Mental Wellness Summit, and two Robb Nash shows.

BY THE NUMBERS	82 SHOWS	88,127 VISITORS
-----------------------	--------------------	---------------------------



TN Touring

TN TOURING FILLS NICHE ENTERTAINMENT MARKET

In 2017, True North extended its enterprise in event and entertainment promotion with the establishment of TN Touring. The new division of True North takes advantage of existing connections to top producers and agents across North America to meet audience demand for Broadway-calibre entertainment in Canada's medium and smaller markets. The 2017-18 season saw TN Touring launch its first two shows – The Illusionists, which toured seven markets in April 2018, and Dirty Dancing, which toured 14 markets in May. Among the shows scheduled for tour in 2018-19 are Kinky Boots and Rock of Ages.



ENHANCING THE IN-GAME EXPERIENCE WITH FANNEX

True North is proud to be a partner in the locally developed in-game mobile entertainment system Fannex – an application that is changing the fan experience at live sporting and entertainment events, as well as growing teams' connections with fans and corporate partners. For the past several years, True North has been working with Fannex developer Emotion Media, providing insights on features that would resonate with fans and sponsors as well as on making the application user-friendly for gameday producers. This collaboration has maximized the performance, versatility, and value of Fannex. With a growing library of games and interactions, such as Check in to Win, trivia, and shuffle, Fannex meets the entertainment and business needs of sports teams, from minor to pro. Fans have already been using their smartphones to engage in these games locally at Winnipeg Jets, Manitoba Moose, Winnipeg Goldeyes, and Brandon Wheat Kings home games, as well as at 700 other events across the NHL, NCAA and AHL, including at the AHL All-Star Game. More than a dozen teams across North America have licensed, deployed and benefited from the entertainment and insights of Fannex with several more piloting the experience. For more information, visit: fannexlive.com



TRUE NORTH SQUARE

The vision of a revitalized downtown anchored by the four iconic towers of True North Square has become a reality with multiple construction, leasing, and operation milestones reached in 2017 and 2018. From the groundbreaking that started it all in January 2016, to the first two towers reaching their ultimate heights, to the official opening of 242 Hargrave, the progress has begun to activate and connect downtown Winnipeg's new central gathering place.

Visit True North Square's new website:

[TRUE NORTH SQUARE.COM](http://TRUENORTH SQUARE.COM) 



2017

DEC

242 HARGRAVE (TOWER 1) TOP-OFF

As a brand new, state-of-the-art, class A office tower, 242 Hargrave sets a new standard as Winnipeg's first privately developed office building constructed since 1990.

In December 2017, the tower reached its final height, or "top-off" of 17 storeys. This milestone was significant as it marked the completion of the structural building phase and a shift to the exterior and interior finishing work.

2018

JAN

TOWER 1 CRANE REMOVAL

The mobile crane, which facilitated the construction of Tower 1 and was a fixture of the city's skyline over the course of the development, was dismantled over several days in January 2018. It was a top-climbing tower crane, meaning that it was able to climb itself up to further height without use of a mobile crane.

2018

MAR

225 CARLTON (TOWER 2) TOP-OFF

True North Square's second lasting impact on the skyline of downtown Winnipeg was achieved when Tower 2, 225 Carlton, reached its final height of 25 storeys. The tower is mainly comprised of premium residential rental suites, offering a new standard of rental living to downtown Winnipeg. Work continues to finish the 194 rental suites in time for its spring 2019 opening.

2018

MAY

TOWER 2 CRANE REMOVAL

Slightly larger than the first, the crane used to build Tower 2 was dismantled during the first week of May 2018. The crane, which took 20 truck-loads to initially ship to Winnipeg, came down in 17 separate pieces over five days and was dismantled by 14 workers, including four specialized crane dismantle technicians.



**242 HARGRAVE
SUBSTANTIAL
COMPLETION**

242 Hargrave received its final occupancy permits and achieved substantial completion in June 2018, on schedule. Despite complexities in architecture and multiple concurrent projects, the building was delivered to the first tenant on time for its move-in. A Herculean effort by development, design, and construction teams is truly to thank, including the teams at PCL, Architecture49, and Bentall Kennedy.

TRUE NORTH SQUARE WELCOMES MNP

Leading national accounting, tax, and business consulting firm MNP LLP was announced as True North Square's newest leading tenant in February 2018. MNP's new Winnipeg office will occupy over two and a half floors at 242 Hargrave, comprising 53,000 square feet of work space designed to comfortably serve 250 employees.

MNP is one of Canada's largest, fastest growing, and dynamic accounting and consulting firms. MNP's space at True North Square solidifies its leadership position and growth trajectory in this market, with leading-edge technology, efficient floor to ceiling curtainwall, 9'6" ceiling heights, and high-performance air systems. True North Square looks forward to welcoming the MNP team, who will be joined by the new commercial banking offices of Scotiabank and a unique, exciting food hall concept, in the coming year.

TDS SETTLES INTO NEW HOME

Winnipeg's leading independent law firm, Thompson Dorfman Sweatman (TDS) LLP, made history as the first tenant to take possession of its new office space at True North Square in June 2018. Following a few weeks of move-in and settling in, the official opening of True North Square was marked on July 23 as TDS opened its doors to clients, partners, and the public. Showcasing TDS's strong Manitoba roots is Manitoba Tyndall stone in the 17th floor front reception area, locally sourced furniture, and an extensive collection of Manitoba art and sculptures throughout its three floors of office space.

RENTAL LIVING, REDEFINED

225/CARLTON

True North Square launched the 225 Carlton brand in June 2018, representing a premium residential rental opportunity for the most discerning resident. Plans for the groundbreaking rental community include thoughtfully designed suites, an inviting lobby, and an expansive 6,500-square-foot rooftop resident lounge. Following the launch of the pre-leasing website, prospective tenants can now register to receive more information about the residences, amenities and urban lifestyle offered at 225 Carlton at 225carlton.ca.

UNIQUELY TRUE NORTH SQUARE:

BY NATURE



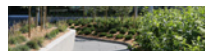
MAPLE : MAPLE WOODSLAT CEILING IN THE LOBBY OF 242 HARGRAVE



DOGWOOD : DOGWOOD SHRUBS AND OTHER HEARTY PRAIRIE GRASSES



TYNDALL : MANITOBA TYNDALL STONE AND TERRACOTTA USED THROUGHOUT THE PROJECT



GREEN ROOF : 242 HARGRAVE LEVEL 4 OUTDOOR PLANTINGS, LANDSCAPING AND SEATING

BY THE NUMBERS



380 FT : HEIGHT OF THE MOBILE CRANE USED TO REMOVE THE CONSTRUCTION CRANE ON TOWER 2



317 SLABS : VANCOUVER ISLAND MARBLE FLOORING INSTALLED IN THE LOBBY OF 242 HARGRAVE



194 SUITES : HIGH-END RESIDENTIAL RENTAL SUITES AVAILABLE IN 225 CARLTON



185 BIKES : INTEGRATED BIKE STORAGE SPACES THROUGHOUT THE PROJECT



56 SPOUTS : PROGRAMMABLE WATER FEATURE WITH COLOUR CONTROLS IN THE PLAZA



41 TREES : PLANTED THROUGHOUT THE PROJECT



28 YEARS : TIME SINCE THE LAST PRIVATELY-BUILT OFFICE BUILDING OPENED IN WINNIPEG



COMMUNITY RELATIONS

\$319,113

IN

**CHARITABLE PROCEEDS
PLUS FOOD AND TOY DONATIONS**

Through the generosity of our fans in supporting the community campaigns and initiatives of both the Winnipeg Jets and Manitoba Moose, True North is able to contribute to many worthy causes across our province. While True North passionately supports underserved youth in the community through its own True North Youth Foundation, it is also committed to ensuring a meaningful community presence and to raising funds and awareness for many other causes, including record donations for the Christmas Cheer Board and Winnipeg Harvest through this year's Jets Toy and Food Drives and the Manitoba Moose Shutout Hunger initiative, which doubled its collections over 2016-17 (see page 34).

WINNIPEG JETS COMMUNITY RELATIONS

\$113,170
IN COMMUNITY
DONATIONS

...

614
DONATION
PACKAGES

...

617
GROUPS/
ORGANIZATIONS
ASSISTED

...

182
COMMUNITY
APPEARANCES



TOY DRIVE

- Date: December
- Donation games: 3
- Sponsor: Wawanesa Insurance
- Toys donated: 9,996
- Money donated: \$8,000
- Donated to: Christmas Cheer Board



FOOD DRIVE

- Date: January/February
- Donation games: 7
- Sponsor: SkipTheDishes
- Food donated: 18,273 kilograms
- Donated to: Winnipeg Harvest

SEPTEMBER
15-16

FAN FEST

More than 4,500 fans took part in this year's annual Winnipeg Jets Fan Fest which, for the first time, was held indoors at Bell MTS Iceplex, and included an expanded schedule of events over two days in mid-September. The new indoor setting brought a convention-like feel with a main stage that hosted Q&A sessions with players, coaches, management, and alumni. New for 2017, Fan Fest hosted morning TV and radio shows, provided exclusive access to Winnipeg Jets Hockey Academy (WJHA) students, and held a special event for season seat holders. Fans were also treated to the usual fun, including watching Jets training camp sessions, running the combine, taking shots on Mick E. Moose in the Ice Lab, bouncers, autographs, photo-ops, giveaways, and more.

NOVEMBER
10-11

NHL CENTENNIAL

The Jets brought 100 years of NHL history into Bell MTS Place over Nov. 10 and 11 when they hosted the NHL Centennial Fan Arena. The travelling tour was a tribute to the greats of the game and a showcase of the sport's evolution that made its way to all 31 NHL markets throughout the season. More than 2,500 fans came out to visit the 53-foot interactive museum truck, get up close and personal with the Stanley Cup, and test out their Zamboni skills in an exciting new virtual reality experience over the two days. Jets Alumni & Friends also participated in the celebration.

Adding to True North's history as part of this Centennial event, Bell MTS Place also hosted its first viewing party, which brought a gameday atmosphere to the Jets' first ever matchup against the Vegas Golden Knights. Fans cheered on the home team, away from home, catching all the action on the centre hung scoreboard.

NOVEMBER
18

SANTA CLAUS PARADE

Spirits were high at the 2017 Santa Claus Parade, even if temperatures weren't. True North employees and their families braved the chill to help usher in the holiday season on Nov. 18, along with one of the biggest crowds the parade has ever had. WJHA students walked with Mick E. Moose alongside the festive Winnipeg Jets float, helping to spread cheer to as many as 75,000 spectators, who were also celebrating the Jets' afternoon home game win vs. the New Jersey Devils.

NOVEMBER
27

HOCKEY FIGHTS CANCER

Bell MTS Place was again transformed in lavender to represent the NHL's league-wide Hockey Fights Cancer (HFC) initiative on Nov. 27, and the 2017 campaign had more of a personal connection for the Jets than ever. Along with the touching stories of the campaign's youth ambassadors, some of whom were as young as three and four years old, the Jets' own Jamie Kompon and wife Tina shared Tina's journey with breast cancer to bring more awareness to the cause.

Tina, along with Jets' wives Brittany Mason, Brittany Little, Camilla Enstrom, and Emily Byfuglien, also spent time with the youth ambassadors and their families at Brushfire Studios in October, painting pottery that was auctioned off to raise funds for the campaign.

Through the sale of mystery autographed mini sticks and pucks, raffle tickets, and the pottery and jersey auctions, the campaign raised \$150,000 this season, for a total of more than \$650,000 raised through the Jets' six HFC campaigns.



DECEMBER
13

HOLIDAY VISITS

Jets players were greeted with the ear to ear grins of both kids and their parents during their annual holiday hospital visits on Dec. 13. Between the entire team of players, three locations were visited, including the Children’s Rehabilitation Centre, the Children’s Hospital and the Child and Adolescent Psychiatric Program at the HSC campus.



JANUARY
30

#HOCKEYTALKS

The spotlight was on mental health in February with the NHL’s mental wellness initiative, #HockeyTalks. The designated #HockeyTalks game got the month-long campaign started on Jan. 30. Project 11 was the featured mental wellness organization that night with displays on the concourses. Jets players also wore special #HockeyTalks logos on their helmets as a show of support. Fans were invited to further the support by posting pictures via social media with the hashtag #HockeyTalks. The #HockeyTalks campaign continued through February featuring information and resources from local mental wellness associations at each home game.



FEBRUARY
13

HOCKEY IS FOR EVERYONE/YOU CAN PLAY

The Winnipeg Jets hosted their second annual You Can Play night on Feb. 13, as part of the NHL’s Hockey is for Everyone campaign. The Jets showed their support for more inclusive communities on and off the ice with rainbow taped warm-up sticks, which were auctioned off online, raising \$4,380 for You Can Play.



FEBRUARY
14

WINNIPEG JETS SKILLS COMPETITION

The True North Youth Foundation (TNYF) was again pleased to host the WJHA at the annual Winnipeg Jets Skills Competition, presented by Manitoba Hydro, with the night’s proceeds going toward the TNYF and the NHL Players’ Association Goals and Dreams Fund. A crowd of 11,937, including more than 700 WJHA students, were in attendance to see this year’s new record holders.

- Hardest Shot: Dustin Byfuglien (98.3 mph)
- Fastest Skater: Brendan Lemieux (13.45 seconds)
- Accuracy Shooting: Blake Wheeler (8.4 seconds)

FEBRUARY
5

READING TAKES FLIGHT

The popularity of the Jets Reading Takes Flight Program soared to new heights during I Love to Read Month when players visited 12 Winnipeg schools in February.

Players read the official Winnipeg Jets children's storybook "Whiteout: A Winnipeg Jets Story" to Grades K to 6 classrooms and then spent time visiting with students. Classes were chosen based on the entrant's list of top five reasons why a Jets player should read to their class. Winners were a combination of students and teachers and each received an autographed replica jersey as well as an autographed book for each student in the class. All 2,200 applicants received bookmarks for their entire class.

MARCH
25

GO GREEN NIGHT

As part of the NHL's Green initiative, the Winnipeg Jets hosted Go Green Night at Bell MTS Place on Mar. 25. Go Green Night promoted the responsibility of True North Sports + Entertainment and the league in protecting our planet. Through its sustainability program, the NHL aims to ensure that the sport of hockey thrives for future generations. During the game, facts about how True North is striving to be an environmentally responsible organization were shown on the scoreboard to encourage fans to take the same responsibility at home and in the community. With efforts primarily focused on recycling, waste management, energy efficiency, and water conservation, True North has kept more than 1.2 million tonnes of waste out of our landfills since Bell MTS Place opened in 2004.



green
DID YOU KNOW?

ENERGY EFFICIENCY IS A BRIGHT IDEA!
BELL MTS PLACE WILL BE ALMOST
EXCLUSIVELY LED POWERED BY 2019.

MONTH OF
MAY

WINNIPEG HARVEST PLAYOFF FOOD COLLECTION

Over seven True North hockey events this spring, including Jets home playoff games, #WPGWhiteout Street Parties, Jets Viewing Parties, and Moose home playoff games, Jets and Moose fans stepped up to donate 26,500 kilograms of non-perishable food items for Winnipeg Harvest.

JUNE
22

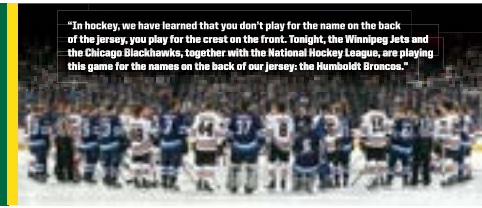
DRAFT PARTY 2018

Jets Rewards hosted 80 members at a special Winnipeg Jets Draft Party, held at the Charleswood Boston Pizza and presented by Sport Chek. The intimate evening offered good eats, many great prizes, and the chance to meet alumni and future prospects.



HUMBOLDT STRONG

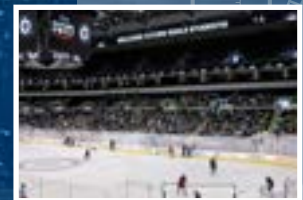
As part of a very tight-knit hockey community, the Winnipeg Jets lent their support to Humboldt, Saskatchewan and the players and families of the Broncos hockey team following the tragic bus accident that took the lives of 16 people on April 6. The Jets and Chicago Blackhawks united as one to play for the Broncos, wearing the Broncos nameplate on their backs to close out the last regular season game on April 7. As was done in many other NHL arenas that day, players gathered at centre ice for a moment of silence honouring victims and their families. Thanks to the generosity of fans, along with \$25,000 contributions from each of the Blackhawks organization, the NHL, and the True North Youth Foundation, a total of \$136,400 in 50/50 proceeds was donated to the Humboldt community. The game worn jerseys, each featuring a commemorative patch sewn inside, were personally presented to the team by Mark Chipman and Blackhawks Captain and Winnipegger Jonathan Toews.



THROUGHOUT THE SEASON:

OPEN PRACTICES

The Winnipeg Jets hosted four open practices during the 2017-18 season allowing more than 10,000 Manitobans to watch the Jets at work behind the scenes. The practices provided youth, seniors, assisted living groups, minor hockey teams, daycares, schools, and other groups that have not had the opportunity to see the Jets live, to head down to Bell MTS Place to see the team in person.



JOSH MORRISSEY AND THE DREAM FACTORY

Winnipeg Jets defenceman Josh Morrissey stepped up this year as an ambassador for the Dream Factory. He participated in numerous events with the local charity that is dedicated to granting wishes for Manitoba children suffering from life-threatening illnesses. Throughout the season, Morrissey hosted two kids and their families at practices, games, and even on road trips, giving these kids the once-in-a-lifetime experience of meeting their hockey idols.



HENDRICKS' HEROES

Honouring his own family's military background, Matt Hendricks recognized 14 deserving military men and women over seven games throughout the season with his Hendricks' Heroes program. Hendricks' guests were selected to enjoy a night out with guests of their own, including a jersey, dinner, and a pre-game meet and greet with Hendricks. Hendricks' Heroes also had their service recognized on the centre hung scoreboard during the game.





952 KGS
FOOD
DONATED

DEC. 31, SHUTOUT HUNGER GAME IN SUPPORT OF WINNIPEG HARVEST, MANITOBA ASSOCIATION OF FOOD BANKS

1,040
FANS AT
AUTOGRAPH
ALLEY

OCT. 15, OCT. 28, NOV. 17, DEC. 2, JAN. 14, JAN. 20, AND FEB. 25
AUTOGRAPH SESSIONS

2,100
TEDDY BEARS
DONATED

DEC. 9, TEDDY BEAR TOSS GAME IN SUPPORT OF CHRISTMAS CHEER BOARD



MANITOBA MOOSE COMMUNITY RELATIONS

LAW ENFORCEMENT APPRECIATION NIGHT **NOV.17**

The Moose work hard to protect their own net every game, but on Nov. 17 they recognized those in our province who protect far greater things at their Law Enforcement Appreciation Night. Players wore specially-designed commemorative jerseys to honour the law enforcement community, including those who have lost their lives in service. Many police, RCMP, and corrections officers were on hand to take in the action. The initiative, including a jersey auction, raised \$8,300 for the Manitoba Peace Officer Memorial Foundation.



SHARE THE WARMTH/ SILOAM MISSION HOLIDAY VISIT **NOV.19**

Following November's Share the Warmth game, the entire Moose team and coaching staff presented Siloam Mission with over 544 kilograms of warm winter clothing. During their visit to Siloam Mission, a Christian humanitarian organization that seeks to alleviate the hardships of being homeless, the Moose also prepared and served hot breakfasts to over 500 members of the community. Siloam patrons were very happy to interact with players and coaching staff, and were thrilled with the autographs.

ASSINIBOINE PARK ZOO VISIT

DEC. 3

Fans had the rare opportunity to interact with the entire Moose squad as part of a scavenger hunt at the Assiniboine Park Zoo in December. Players were stationed at various exhibits and fans collected stamps to win a variety of prizes. Moose players were also on hand to unveil the 2018 Polar Bear Jersey, which was worn during the Jan. 14 game vs. the Iowa Wild. The jerseys were auctioned off, raising \$8,540 for the Zoo in support of its Polar Bear Rescue Team.



STAR WARS DAY

DEC. 10

Storm Troopers, Darth Vaders, and Moose fans joined forces for the annual Star Wars Game. Fans came decked out as characters from all over the galaxy to see the Moose and the visiting Milwaukee Admirals do battle. Children's Wish was the real hero of the day however, and two Wish Kids were given the honour of participating in a ceremonial puck drop prior to the game. To increase their charitable efforts, True North designed special t-shirts that were available for pre-order and on gameday, selling out before the end of the first intermission and raising \$6,815 for the Children's Wish Foundation of Canada's Manitoba and Nunavut chapter.

BACKYARD RINK

JAN. 16

The great outdoors once again played host to the Moose this past winter, as several players took part in the Backyard Rink contest, presented by Manitoba Hydro. The winning rink, belonging to the Azaransky family, brought more than 100 family and friends to their West St. Paul home for an opportunity to skate under the lights and interact with Sami Niku, Darren Kramer, Michael Spacek, Chase De Leo and Eric Comrie.



COMMUNITY CLUB PRACTICE JAN.17

The Varsity View Community Centre served as the home ice of the Moose for an afternoon this past season as part of the Community Club Practice contest. One of 160 entrants, the Minor Atom A1 Winterhawks Blue received a visit from the entire Moose squad at their home rink. The Moose held an open practice at the community centre before Mick E. Moose and the team of nine-year-olds joined them on the ice. Following the joint practice, the Winterhawks were treated to their own autograph session with the team.



RETRO JERSEY DAY FEB.25

The Moose hit rewind, taking fans back to the early 2000s for this year's Manitoba Moose Retro Jersey Day, where players sported the classic black jerseys, which were auctioned off with \$5,255 in proceeds going to Hockey Manitoba. The best moments from the Moose past were relived in this nostalgic throwback, which included a Moose I.O display and the return of the Great Goalie Race. Moose alumnus (and current Jets Coordinator of Player Development) Jimmy Roy also participated in the ceremonial puck drop.



STICK TO READING FEB.28

This year's Stick to Reading program, presented by McNally Robinson Booksellers, proved to be another bestseller. After receiving 243 applications, the Manitoba Moose visited 11 schools to read with classes, including schools as far away as Sanford and Steinbach. Moose players Francis Beauvillier and Patrice Cormier visited a French Immersion class at École Charleswood and conducted the entire visit in French. The winning classes all received bookmarks, goodie bags, and a signed Moose jersey, and all schools that entered the contest received vouchers to attend the Stick to Reading Game on Mar. 4.



AUTISM AWARENESS MONTH MARCH

The Moose again held their month-long Autism Awareness campaign this past year. The players spent time with kids from St. Amant on Jan. 17, enjoying many indoor and outdoor activities. The events kept rolling during the month of March, with autographed player puzzles being sold at all eight Moose home games and online. The official Autism Awareness game took place on Mar. 31, after which the 2018 game worn Autism Awareness puzzle-themed jerseys were auctioned off. The campaign raised a total of \$12,660, which went toward the purchase of a vehicle that will help facilitate transportation for St. Amant clients.



COMMUNITY PLAYMAKER ALL YEAR

New to the list of Manitoba Moose community initiatives for the 2017-18 season was the Community Playmaker program. The program provides opportunities to recognize Moose fans who are giving back to their community through the work they do, whether through their occupation, coaching or any other avenue of volunteerism. A Community Playmaker was recognized at 24 Moose home games, with each honouree receiving four tickets to the game, autographed Moose memorabilia and recognition on the centre hung scoreboard during the game.





TRUE NORTH YOUTH FOUNDATION

Empowering Potential

Every sponsor, donor, volunteer, employee, and partner has played a part in empowering potential in the youth of our community. Thank you for believing in the True North Youth Foundation (TNYF) and the work it does to enrich physical, social, mental, and emotional aspects of children's lives. By supporting the foundation's core programs, the Winnipeg Jets Hockey Academy (WJHA), Camp Manitou, and Project 11 (P11), you have helped to positively impact the lives of more than 30,000 Manitobans last year.

This year, the TNYF was a top-three finalist for the Manitoba Chambers of Commerce Annual Business Awards' Outstanding Not For Profit Manitoba Business Award. The nomination recognized the foundation's innovative contributions to the social, cultural, and economic well-being of our community.

For more information on the impact of the TNYF in our community, read a special feature on the TNYF, published by the Winnipeg Free Press, on February 7, 2018 at: tnyf.ca/news/big-goals-bigger-assists.



50/50 PROGRAM EXPANSION

The Winnipeg Jets and Manitoba Moose have the greatest and most philanthropic fans. Thanks to your generosity, over \$1.4 million was raised to support youth in Manitoba during the 2017-18 regular season. The expansion of the WJHA, Camp Manitou, and PII programs would not be possible without fans' ongoing support of hockey 50/50. The impact of this generosity is far reaching, from simply giving youth a chance to reach their full potential, to providing them with the tools and resources to reach personal and academic achievements that they never thought possible, and to creating a community for kids to know that they are not alone in life's challenges and struggles.

While dozens of lucky fans get to take home the winning half of Jets and Moose 50/50 draws, the real winners are the youth in our community. Last year's expansion of the 50/50 program to include away games, created more win-win opportunities for our incredible fans and the community. Away game 50/50 tickets can be safely and securely purchased online through tnyf.ca/fifty-fifty from noon to 9:30 p.m. CT on away gamedays. Your support during the playoffs, including at the #WPGWhiteout Street Parties and viewing parties, helped to raise an additional \$600,000 for TNYF programs.

Special thanks to our fans who participated in the 50/50 draw on April 8, contributing to a special \$136,400 donation to the Humboldt Broncos in recognition of the tragic April 7 accident (see page 33).



COMMUNITY AND CORPORATE FUNDRAISING

The TNYF remains grateful to our community partners who choose to raise funds for the WJHA, Camp Manitou, and PII through their special events. The TNYF has been extremely fortunate for the long-term support of Arthur J. Gallagher, whose annual golf tournament has benefited the foundation (and formerly the Lil' Moose Program) for two decades. The Dale Hawerchuk Charity Golf Classic has been supporting the True North Youth Foundation for nine years, and for the past five years, the TNYF's Camp Manitou has been the beneficiary of Price Industries' Travis Price Classic.



Insurance | Risk Management | Consulting

THANK YOU FOR
20+ YEARS
OF GENEROSITY

...

THANK YOU FOR
9 YEARS
OF GENEROSITY

...

THANK YOU FOR
5 YEARS
OF GENEROSITY



TRAVIS PRICE CLASSIC
Charity Golf Tournament



**CONNECT
WITH US**



@TNYouthFDN



TNYFDN



@TNYouthFDN

TNYF.ca

For more info, email:
tnyf@tnse.com

WINNIPEG JETS GALA DINNER

The annual Winnipeg Jets Gala Dinner, presented by Scotiabank, is a celebration of what happens when impactful programs, committed community partners, and vibrant supporters come together to create opportunity in our community. The 2017 Gala Dinner was welcomed back to Bell MTS Place, following the special Heritage Classic edition hosted at the RBC Convention Centre in 2016, and was the foundation's most successful gala held in the arena to date. Through ticket sales and a silent auction that featured unique Jets and Moose memorabilia along with once in a lifetime experiences, 900 attendees raised \$365,000 that will allow the foundation to extend its contributions to the community in the years ahead. The TNYF is grateful to the Gala's many partners.



Presenting Sponsor



Platinum Sponsor



Silver Sponsors



Bronze Sponsors



Sterling Sponsors



MIKE KEANE CELEBRITY HOCKEY CLASSIC

Manitoba Moose alumnus Mike Keane celebrated eight years of his Celebrity Hockey Classic in 2018. The annual event draws 16 teams, or 250 players, who get to live out their big league dreams. Participants are treated like pros with a draft experience, a professional dressing room setup, and a unique opportunity to play and talk hockey alongside their childhood hockey idols. Among this year's featured NHL alumni were Denis Savard, Paul Coffey and John LeClair. The event raised \$268,000, benefiting both the TNYF and Continuity Care.



FLATLANDER'S BEER FESTIVAL

The much-anticipated festival for beer connoisseurs returned to Bell MTS Place this past June 22-23, drawing more than 5,100 participants. Presented by Manitoba Liquor Marts, the 2018 event celebrated its 16th year, and its fifth year at Bell MTS Place, and raised \$193,000 in support of the TNYF. Local beers were showcased on the event level floor along with a pop-up Liquor Mart where the exclusively featured products were available for sale. Attendees were able to sample the offerings of national brands on the concourse.

- 90+ tasting booths
- 300+ beers and ciders
- 100+ exclusive new products
- 5 food trucks
- 1 VIP food pairing experience



Flatlander's
BEER FESTIVAL

LEARN TO PLAY

The TNYF partnered with three Winnipeg school divisions to deliver a second season of the NHL/NHLPA's Learn to Play program last year, which, with the help of Winnipeg Jets alumni, provides children who have never experienced hockey with the opportunity to play. Carefully chosen by their schools, 1,100 children between the ages of eight and nine each attended ten Learn to Play sessions at their local community arena last year, with head-to-toe equipment provided by the program. Hockey Canada and Hockey Manitoba are also partners of the initiative, measuring individual progress during the program, as well as measuring the rate at which these students continue to pursue hockey following its completion.





Above:
WJHA graduates and
staff group photo at
the Forks

Bottom right:
Cody as Shrek
with former WJHA
Hockey Coordinator,
Cheyenne Davis

FINDING LIFE'S PATH THROUGH THE WJHA

Cody remembers taking to the ice with the WJHA, then called the Lil' Moose, at the age of nine, at a time when he didn't like school and struggled academically and with making friends. In the beginning, it was just a hockey program, but as Cody would come to realize, those first few small glides on the ice were about so much more than hockey.

The WJHA became his strongest support system. Through on ice sessions, coaching and mentorship, and the many extracurricular activities and additional resources of the WJHA, kids like Cody improve their grades, maintain regular school attendance, and get a new outlook on life, and on their potential.

Without the support of the WJHA, Cody says it would have been easy for him to take a different path in life and he gets emotional as he ponders the thought of not having been part of the WJHA family, which provided the motivation and inspiration that he needed to stay in school. "It's more than just hockey, it's about community, friendship, and having a strong support system."

Not only did Cody stay in school and excel, but he became very active in his high school drama program and invited his WJHA family to see him play Shrek on stage earlier this year.

Now a high school graduate, endless possibilities are in front of Cody. Last summer he was hired to work at Camp Manitou as a junior activity leader. Through this experience, he discovered a newfound passion of working with kids and was happy to be back working at camp this past summer. Something he would not have envisioned for himself before he found his confidence through the WJHA, Cody is now

attending post-secondary and exploring the possibility of becoming a teacher.

"I WOULD HAVE HAD TO DROP MOST OF MY CLASSES IF I DIDN'T HAVE THE LITTLE PUSH THE HOCKEY ACADEMY GAVE ME."

"I WOULD LIKE TO HELP OTHERS LIKE I HAVE BEEN HELPED BY THE HOCKEY ACADEMY."





THE WJHA

The Winnipeg Jets Hockey Academy (WJHA) is a sport-based program designed to increase school attendance and high school graduation rates in at-risk schools in Winnipeg. Thanks to committed volunteers and the generosity of Manitobans, the program was able to accommodate 17 percent more students over the previous year, with 790 participating in 2017-18.



WJHA EXTRAS

The WJHA is much more than the on-ice sessions and the mentoring and support that are part of the program's core. Field trips and after school programming expose students to a world of potential and opportunity. Throughout the 2017-18 season students were treated to 40 guest speakers and 70 field trips. This year's guest speakers were chosen to fit with the theme of giving back. Representatives from the Society for Manitobans with Disabilities, Special Olympics, Amnesty International, and student volunteers from Winnipeg Harvest were among those who made presentations. Field trips included team building activities such as trips to Sky Zone Trampoline Park, the Forks River Trail, the Jets Skills Competition, and University of Winnipeg Wesmen/University of Manitoba Bison sporting games, as well as outings that would expand students' horizons, such as visits to the Winnipeg Art Gallery, the Canadian Museum for Human Rights, the Royal Aviation Museum of Western Canada, the Pan Am Sports Clinic Biomechanics Lab, and the Royal Canadian Mint.

All WJHA students also have the opportunity to spend a week at Camp Manitou in the summer, an experience that includes classroom components and time on the ice at the Bell MTS Iceplex, as well as camp activities.

NEW CAREER COUNSELLOR SUPPORTS POST-SECONDARY SUCCESS

New for the 2017-18 season was the addition of a full-time career counsellor to the WJHA team to provide overall support that will set students up for post-secondary success in school and in the workforce. The position has connected older WJHA students with volunteer, internship, and job opportunities and has been a resource in helping Grade 12 students with college, university, and scholarship applications.



FIRST GRADS

The 2017-18 school year marked a special milestone as the WJHA celebrated 12 students who made up the first class of graduates who have journeyed through the entire WJHA program, beginning with the Lil' Moose. This is significant for the TNYF and the WJHA, as it is the realization of the program's goal of using hockey as a vehicle to help students graduate. In addition to celebrating individual school graduations with the students, the WJHA held a special dinner and presented each graduate with a Jets jersey with a commemorative WJHA patch.





MINOR HOCKEY BRINGS NEW CHALLENGES AND REWARDS

WJHA students who, year over year, demonstrate exceptional growth as players, teammates and role models, have the further opportunity of participating in one of the WJHA's six minor hockey teams. Through the competitive experience, the values of team work and perseverance are instilled, and skills developed that allow exceptional players to make the jump to higher levels of play. WJHA minor hockey is in its third season and, as an example of the hard work and determination put in by players and the coaching and mentorship of the WJHA, two 'underdog' teams have made remarkable progress from their inaugural winless seasons in 2015-16. After starting their minor experience with a 28-0 loss in 2015-16, the boys minor peewee team achieved a second-place regular season finish this season, that took them to the semi-finals of the City Championship. The atom girls followed a similar journey, only scoring four goals as an A3 team during their entire 2015-16 season, to improve to a third-place finish in 2017-18 as an A2 division team.



LIVING PHILANTHROPY CREATES WIN-WIN IN THE COMMUNITY

The WJHA is grateful to have nine participating Manitoba businesses in its Living Philanthropy program, which engages employees in giving back to the community with the gift of their time. Price Industries, Maple Leaf Construction, Birchwood Automotive Group, Skybridge, True North Sports + Entertainment, Princess Auto, Winnipeg Police Services, the RCMP, and New Flyer have each adopted a class and together, directly support 350 of the 790 WJHA students by running their weekly on-ice sessions. While organizations find it to be a rewarding team building experience, this volunteerism has become key to the continued growth of the WJHA. For more information on the Living Philanthropy program, please visit: tnyf.ca/adoptaclass.



NEW TNYF VAN

Thanks to community fundraising efforts, the TNYF was able to purchase a new eight-person van to assist in transportation to and from games for minor hockey players who don't have access to vehicles or rides. Additionally, the van will provide rides for students to field trips as part of the WJHA After School Program.



EXCHANGING CULTURE WITH CHICAGO'S ICE PROGRAM

In 2016 the TNYF learned of a hockey program in Chicago that was similar to the WJHA in that it strives to develop students on and off the ice. A cultural exchange with Chicago's Inner-City Education (ICE) being a natural fit, the WJHA had the opportunity to host their Chicago counterparts in February 2018. Camp Manitou was the home base for the group of 24 9 to 11-year-olds who spent an extended weekend in Winnipeg sight-seeing, team building, and enjoying the camaraderie of new friends. The character that students are developing through their WJHA experience shined through as they took on brotherly/sisterly roles in hosting their peers. The visit will only serve to enrich both programs and the ICE look forward to hosting the WJHA in the future.



SELF-REDISCOVERY AT CAMP MANITOU

Having just experienced bullying in school, Liam was a lot more quiet and withdrawn than his normal outgoing self. The school year was over and Liam was not even excited about summer vacation. Mom, Jen was in search of an activity for Liam that would help him regain his confidence and self-esteem. When she heard of Camp Manitou through a co-worker, she hesitated to put Liam back into the group environment but decided to take the chance.

“AFTER TWO DAYS AT CAMP, LIAM WAS SMILING AND TALKING ABOUT HIS DAY. CAMP WAS A FUN EXPERIENCE THAT HELPED HIM REGAIN HIS SELF-CONFIDENCE AND MAKE NEW FRIENDS,” said Liam’s mom.

Liam’s week was full of activities including wall-climbing, ziplining, swimming, archery, arts and crafts, mountain biking and orienteering. He felt extra special when staff celebrated his birthday with balloons, singing, and a cupcake. With a team of dedicated counsellors, a host of fun and challenging activities and an inclusive environment, Camp Manitou is a safe place where kids can be kids, learn, grow and experience nature and community, and it is a place where Liam found his community.

Liam started the new school year with a changed outlook and succeeded both socially and academically. Liam continues to make new memories at Camp Manitou every summer and will especially remember his life-changing experience that first summer.

“THANKS TO CAMP MANITOU, MY SON’S SUMMER IMPROVED AND I HAVE MY ENERGETIC LITTLE BOY BACK.”



CAMP MANITOU

Camp Manitou is a 28-acre oasis, minutes from the city, where kids can reconnect with nature through outdoor programming that is delivered with the goal of providing accessible and meaningful camp experiences to Manitoba children, youth and community groups. The TNYF has operated Camp Manitou for the past five summers and continues to invest in the grounds, enrich the camp experience and meet the standards of the Manitoba Camping Association, by which it is accredited. Individual camp registrations have increased by 20 percent over last year and private facility rentals have increased by 6.5 percent.

57 SUMMER STUDENT STAFF	12 NEW CABINS
17 SUMMER ACTIVITIES	630 KIDS OVER 7 WEEKS OF CAMP
142 BEDS	401 WJHA STUDENTS ATTENDED IN JULY
10,595 FULL-TIME STAFF	INDIVIDUALS FROM NON-PROFIT & RENTAL GROUPS
CAMPMANITOU.MB.CA	

CONNECT WITH US

To donate, visit:
campmanitou.mb.ca/donations

Email:
campmanitou@tnse.com



Camp.Manitou.71



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NEW FOR 2017-18

With the completion of 12 cabins last summer, camp was able to expand programming and the first full week of overnights was held. Kids also enjoyed new balance and climbing activities that were added to four of the most popular activity stations, providing an added challenge as they wait for their turn at the main activity.

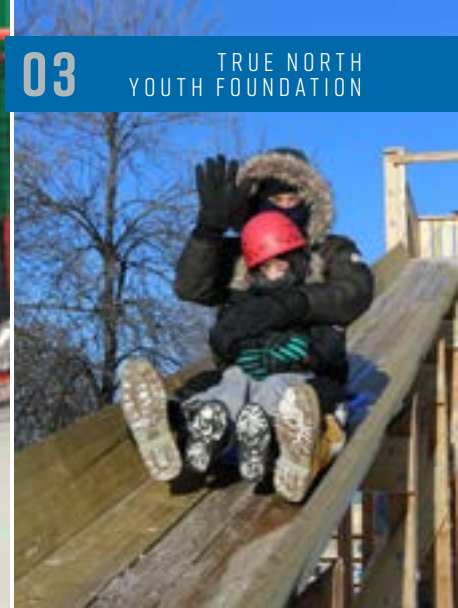
Camp Manitou's new outdoor rink was inaugurated in December and was used up to seven days per week throughout the season by WJHA minor hockey teams, goalie training, rental groups, school groups, as well as for other special events.

WJHA STUDENTS

As an extension of the programming offered during the academic year, more than 400 WJHA students were able to enjoy the summer camp experience during three weeks in July. Students spent half the day at the Bell MTS Iceplex to keep up with their hockey training, and then enjoyed the many outdoor activities of camp. Students are reunited with their classmates as well as with many of the coaches and leaders from the school year which provides a level of familiarity and consistency for participants.

STUDENT EMPLOYMENT AT CAMP

As well as providing year-round recreation, programming and a connection to nature for the entire community, Camp Manitou further empowers the potential of youth by providing summer job opportunities. Last summer, 57 students who were returning to high school or post-secondary were hired at Camp Manitou. This includes five WJHA students, who, through this employment, have the opportunity to provide the same mentorship and encouragement that they have received through the WJHA.



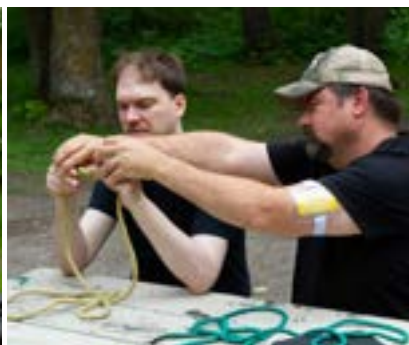
WELCOME TO WINNIPEG

Camp Manitou welcomed 120 newcomers from as far away as Syria, Afghanistan, and India to introduce them to Canada's favourite winter pastimes as part of a new community initiative, Welcome to Winnipeg. Three separate events were held throughout January and February, providing a crash course on snowshoeing, cross-country skiing, tobogganing, and of course, skating and hockey. Organized by the TNYF with assistance from the Immigrant Refugee Community Organization of Manitoba and the Seven Oaks Neighbourhood Settlement, the event was supported by an NHL/NHLPA grant to introduce new Canadians to the sport of hockey. Camp Manitou looks forward to hosting the event again in 2019.



CANADIAN DEAF-BLIND CAMP

Camp Manitou hosted a unique first-time event this past June with the week-long Canadian Deaf-Blind Camp (CDBC). The camp was attended by individuals with a spectrum of both hearing and vision impairments and ranging in age from late 20s to mid-70s, along with 42 support workers and a few seeing eye dogs. Camp staff worked with the event's organizers, the Resource Centre for Manitobans who are Deaf-Blind (RCMDB), to make some small but thoughtful adaptations that would ensure the safety of campers and help them to maximize their enjoyment of all that Camp Manitou has to offer. Added to the typical activities of swimming, nature hikes, rock wall climbing, and arts and crafts, campers also enjoyed special workshops, a canine 'show and tell' presented by the RCMP, and a deafblind comedian. After a successful week of adventure, new friendships and new experiences, campers and the RCMPDB hope to make it an annual event at Camp Manitou.





PROJECT 11

Project 11 (P11) was inspired by and created in memory of former Manitoba Moose player, Rick Rypien. The program is open to educators across Manitoba with free training to learn how to easily incorporate P11's mental wellness messages and activities into daily and weekly classroom curriculum. Last year, the program grew by 35 percent to include 11,500 participating students, and P11 continues to receive positive feedback and assessments from teachers, students, and Healthy Child Manitoba. Teachers can learn more and register for training at: projecteleven.ca



PROJECT 11'S MENTAL HEALTH AWARENESS PROVIDES A NEW OUTLOOK ON LIFE

Like many kids, pre-teens and teens, Herlinda experiences a range of complex emotions, from happiness and sadness to anxiety and stress. Before engaging in Project 11's cross curricular preventative mental wellness program in Grade 6, Herlinda didn't always know how to cope with worry and didn't realize that her peers were managing similar issues. She is thankful that her middle years teachers chose to incorporate Project 11's weekly lessons and daily activities into her English Language Arts classes. Not only has she noticed changes within herself, but her teachers, family and peers have also recognized how she has grown and matured thanks to the mental health awareness and coping strategies she has gained through the program.

"IN CLASS WE TALK ABOUT RELATABLE SITUATIONS THAT RESONATE WITH MY CLASSMATES AND I. THIS HAS TAUGHT ME MORE ABOUT THE THOUGHTS I AM DEALING WITH AND HOW TO COPE WITH IT."

Project 11 opened Herlinda's eyes to the fact that mental health is a very important part of overall health, and that this message is largely lacking in society. She sees the importance and feels the responsibility of being open to talk about feelings and emotions, and in being there for others. "Throughout this journey I've learned to come forth with open arms to tell everyone that it's okay, that there is a shoulder you can lean on."

Three years of having Project 11 embedded into her classroom community have given Herlinda many valuable takeaways that will stay with her as she now ventures into high school, from the calm breathing exercises that allow her to revisit situations with a clear mind, to a greater sense of self-awareness and a growing confidence. With increased awareness of mental health and the role that it plays as part of overall wellness, Herlinda has become an advocate and a role model for her young generation.

"WHAT I'VE REALIZED WITHIN MYSELF, IS THAT I ACCEPT WHO I AM AND AM PROUD FOR WHAT I STAND FOR. MY OUTLOOK ON LIFE HAS CHANGED SO DRASTICALLY, NOW LETTING ME FULLY EXPRESS MYSELF WITHOUT NEEDING TO PUT ON A MASK. I HAVE LEARNED TO LOVE MY OWN SKIN."



P11 GROWTH:

2017-18 SCHOOL YEAR	2016-17 SCHOOL YEAR
• 11,500 STUDENTS	• 8,500 STUDENTS
• 575 TEACHERS	• 400 TEACHERS
• 11 NORTHERN CLASSROOMS	• 7 NORTHERN CLASSROOMS
• 30 SPEAKING ENGAGEMENTS/ WORKSHOPS	• 25 SPEAKING ENGAGEMENTS/ WORKSHOPS



P11 INCREASES ACCESSIBILITY IN THE NORTH

Thanks to a \$10,000 grant from the Bell Let's Talk Community Fund, P11 was able to make more of an impact in northern Manitoba by meeting the many requests for speakers in remote and northern communities. The funding allowed for face to face teacher training and classroom presentations that reinforced the importance of peer to peer connections and open communication, and that connected students and teachers to new mental wellness resources. While 11 northern classrooms participated in P11 in 2017-18, the program's resources will be of great benefit to more schools in this region as a result of the grant.



#HOCKEYTALKS

P11 played an active role as part of the Canadian NHL teams' 2017-18 #HockeyTalks campaign by facilitating the concourse displays from various mental health organizations at all Jets home games during the month of February. Project 11 students also got involved in the initiative as student, Alyssa was chosen to host players' mental wellness videos that were played in-game and shared through social media.

Participating mental health organizations:

- Project 11
- Canadian Mental Health Association
- Kids Help Phone
- Artbeat Studio (with artist Jamie Hogaboam)
- Manitoba Schizophrenia Society
- Mood Disorders Association
- Clinic
- Anxiety Disorders Association of Manitoba



P11 EXPANDS TO GRADES K-4

Following the positive outcomes of P11's Grades 5-8 curriculum, P11 has expanded to include Grades K-4 curriculum for the 2018-19 school year. The early years curriculum introduces mental wellness concepts through age-appropriate lessons and activities that will set the stage for future self-awareness and coping skills. The lessons, which focus on character building, problem-solving, and healthy friendships, are inspired by the Vancouver Canucks' Fin's Friends Program and have been tailored to meet Manitoba's curriculum standards using the Jets/Moose, and especially Mick E. Moose, to introduce the theme of mental wellness into the classroom setting. The program will be piloted by more than 50 teachers in each of Grades K-4 during the 2018-19 school year.



MENTAL WELLNESS SUMMIT

Above:
Bryan Little and Nikolaj
Ehlers of the Winnipeg
Jets on stage at the PII
Mental Wellness Summit

INAUGURAL MENTAL WELLNESS SUMMIT TAKES MENTAL WELLNESS MESSAGES OUTSIDE OF THE CLASSROOM

On January 31, more than 3,000 students gathered for a celebration of youth empowerment and well-being at the inaugural PII Summit at the Burton Cummings Theatre. Hosted by local radio personality Ace Burpee, the Summit brought the conversation about mental wellness outside of the classroom to create a forum for wider exposure to some of PII's speakers, role models, and messages. Jets forwards Nikolaj Ehlers and Bryan Little, and Moose and Jets goalie Eric Comrie fielded students' questions on mental wellness in a discussion facilitated by TSN's Sara

Orlesky. Students also heard empowering messages from Craig Heisinger, True North's Senior Vice-President & Director of Hockey Operations/Jets Assistant Manager, who is well known for his involvement in PII; Olympic Bronze medalist Desiree Scott; former CFL player Shea Emry; and professional sports entertainer and public speaker Cameron Hughes. Musicians Garrett Neiles and Robb Nash, known for addressing mental illness through their music, also performed at the PII Summit.



THANK YOU MANITOBA

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Empowering Potential

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