

OUR TRUE NORTH

OFFICIAL PUBLICATION OF TRUE NORTH SPORTS + ENTERTAINMENT

REPORT TO THE COMMUNITY

FALL 2017



Blake Wheeler and Mark Scheifele (page 2) were on the ice this year with kids from the True North Youth Foundation. To learn more, see page 36.





OUR TRUE NORTH

Welcome to the first edition of Our True North – Report to the Community. As you flip through the pages, we genuinely hope you enjoy reliving some of the remarkable moments created by our teams, events, and community initiatives from the past year, documented with a collection of our best images and articles.

While our report looks back on the past year, it's also about thanking you and our entire community for making 2016-17 a season to remember. As well, the report is intended to remind us of the journey we have shared with all of you in bringing the NHL back to Winnipeg, and the collective impact we have all had on our community in doing so.

Furthermore, True North remains committed to delivering world-class events and to developing championship-calibre hockey teams as we pursue our vision of becoming an integral asset to this community and a constant source of pride to everyone with whom we have the honour of calling this our home.

On behalf of my family, my partner David Thomson, our board of directors, our community and business partners, and our 1,500 full and part-time employees, thank you for a memorable 2016-17 season. We look forward to experiencing many exciting new memories with you in the coming year.

Respectfully,

A handwritten signature in black ink that reads "Mark J. Chipman". The signature is fluid and cursive, written in a professional style.

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



OUR TRUE NORTH

OFFICIAL PUBLICATION OF
TRUE NORTH SPORTS + ENTERTAINMENT

REPORT TO THE COMMUNITY FALL 2017

EDITOR

Rob Wozny
VICE PRESIDENT, COMMUNICATIONS &
COMMUNITY ENGAGEMENT

DESIGN AND LAYOUT

Josh Dudych
DIRECTOR, CREATIVE & MARKETING SERVICES

Allison Farley
GRAPHIC DESIGNER, CREATIVE & MARKETING SERVICES

CONTENT CONTRIBUTORS

Amy Brake
MANAGER, EVENT BOOKINGS

Scott Brown
SENIOR DIRECTOR, HOCKEY COMMUNICATIONS

Andrea Burgoyne
MANAGER, VENUE BOOKINGS & SPECIAL PROJECTS

Julie Chartier
DIRECTOR, FINANCE & SUPPORT SERVICES, TNYF

Johanna Chipman
REAL ESTATE FINANCIAL ANALYST, TNRED

Katie Dicks
COORDINATOR, COMMUNITY RELATIONS, WINNIPEG JETS

Daniel Fink
MANAGER, HOCKEY COMMUNICATIONS, MANITOBA MOOSE

Michelle Gazzo
(FORMER) MANAGER, COMMUNITY RELATIONS, MANITOBA MOOSE

Dwayne Green
EXECUTIVE DIRECTOR, TNYF

Ed Meichsner
VICE PRESIDENT, FACILITIES OPERATIONS

Monte Miller
GENERAL MANAGER, BELL MTS ICEPLEX

Alayne Nott
DIRECTOR, ENTERTAINMENT MARKETING

Barrett Paulsen
DIRECTOR, COMMUNITY RELATIONS

Dan Suga
DIRECTOR, RETAIL DEVELOPMENT

CONTENTS

PART ONE

TRUE NORTH SPORTS + ENTERTAINMENT

- 4 Winnipeg Jets Hockey Club
- 14 Manitoba Moose Hockey Club
- 18 Bell MTS Iceplex
- 20 Jets Gear
- 22 Bell MTS Place
- 24 External Events
- 25 Burton Cummings Theatre
- 26 True North Square

PART TWO

COMMUNITY RELATIONS

- 28 Winnipeg Jets Hockey Club
- 32 Manitoba Moose Hockey Club

PART THREE

TRUE NORTH YOUTH FOUNDATION

- 36 Telling Our Story
- 38 Camp Manitou
- 40 Project 11
- 43 True North Youth Foundation Events
- 47 Winnipeg Jets Hockey Academy



PAGE 22
140+ EVENTS THIS PAST YEAR



PAGE 29
RECORD AMOUNT OF DONATIONS RAISED FOR
HOCKEY FIGHTS CANCER



PAGE 37
TNYF WANTS TO SAY THANK YOU!

WE ARE TRUE NORTH

For True North to meet and exceed expectations of our patrons and customers every year, we're only as strong as the team that we continue to build, support and empower. With 250 full-time employees and another 1,250



part-time employees from a diverse range of backgrounds, we couldn't be prouder of our dedicated and passionate team that serves across all operations within the company. While our motivation is to improve True North's

culture and environment for employees, we have been encouraged by being recognized as one of Manitoba's Top Employers according to Canada's Top 100 Employers competition for the past decade.

2016-17

WINNIPEG JETS

SEASON SUMMARY



THE 2016-17 CAMPAIGN WAS ALREADY BUSY EVEN BEFORE THE REGULAR SEASON STARTED

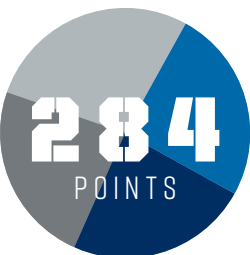
as the Winnipeg Jets named Blake Wheeler the ninth captain in franchise history on August 31 and before seven of Winnipeg's players took part in September's 2016 World Cup of Hockey in Toronto. Once the schedule started, with Winnipeg opening the year by beating Carolina 5-4 in overtime on October 13, things turned especially hectic. The Jets set an NHL record with 32 games in the first 60 days of the season, including six back-to-backs. An especially memorable week in October saw the Jets induct Anders Hedberg, Bobby Hull and Ulf Nilsson as the inaugural members of the Jets Hall of Fame on October 20, before the city played host to a pair of outdoor games: the 2016 NHL Heritage Classic Alumni Game on October 22 and the 2016 Tim Hortons

NHL Heritage Classic on October 23. Two highlights of the busy start to the Jets calendar were rookie forward Patrik Laine, who tallied a pair of hat tricks in the first month of the year and led the league in goal scoring on November 9 with 11 tallies, and alternate captain Mark Scheifele, whose 18 points on November 9 were the most in the league.

Winnipeg battled for a playoff spot through much of the season, led by a quartet of talented forwards: Mark Scheifele (82 points), Blake Wheeler (74), Patrik Laine (64), and Nikolaj Ehlers (64) as they combined for 284 points – the most by a foursome on any NHL team in 2016-17. Those four also all tallied at least 25 goals, with Laine's 36 leading the way, as the Jets notched the NHL's seventh-most goals (246) last season, including a fourth-best 131 on home ice. Winnipeg also featured 20 players aged

25-and-younger and those players racked up 915 games for the club, second only to Carolina (1,003) for games by that age group. Laine was also one of five Jets (also goalie Eric Comrie, defenceman Nelson Nogier, and forwards Kyle Connor and Jack Roslovic) that made their NHL debuts in 2016-17.

Although the team was playing for pride towards the end of the season, they showed a lot of it in setting a franchise record by winning their final seven consecutive games. Four of those victories came in April, as Winnipeg has now won eight straight April matchups dating back to April 7, 2014. Another international event bookended the 2016-17 campaign as seven Jets – including silver medallists Eric Comrie, Josh Morrissey, and Mark Scheifele – participated in the 2017 IIHF World Championships in Paris, France and Cologne, Germany.



82 POINTS



74 POINTS



64 POINTS



64 POINTS

FOLLOW THE LEADERS

Along with forward Blake Wheeler, the team's new leadership group included naming alternate captains, Dustin Byfuglien and Mark Scheifele. All three had noteworthy seasons. Blake Wheeler finished the 2016-17 season on an eight-game point streak (4G, 7A), his longest of the season and part of a run where he had at least a point in 12 of his final 13 tilts (6G, 12A). Wheeler has led the club in scoring since they relocated to Winnipeg in 2011, with 385 points (139G, 246A) in 451 games, and is the only skater on the team with over 300 points in that span. Since the start of the 2012-13 campaign, Wheeler ranks 11th in points in the NHL with 322 points (124G, 198A) in 372 games.

MAKING HIS MARK

Winnipeg forward Mark Scheifele had a point in 19 of his final 24 games (7G, 22A) and he recorded a pair of assists on April 4 at St. Louis to become the first Jets player to hit the 80-point mark since the club relocated from Atlanta in 2011. Scheifele finished 2016-17 with 82 points (32G, 50A) in 79 games.

ARMY OF ONE

Jets forward Joel Armia finished the 2016-17 season tied for second in the NHL with four short-handed goals. With that quartet of shorties, Armia is now tied with Evander Kane, Andrew Ladd, Rich Peverley, Andy Sutton, and Colin Stuart for seventh-most in franchise history. As a team, Winnipeg had 10 short-handed goals last year, tied for second-highest in the league.



4
SHORT-
HANDED
GOALS

ROOKIE DEBUTS



Goalie Eric Comrie and forward Jack Roslovic made their NHL debuts in the final road game of the year on April 6 against Columbus, joining defenceman Nelson Nogier and forwards Patrik Laine and Kyle Connor as Winnipeg players to play in their first NHL game in 2016-17. Twenty different skaters aged 25-and-under (as of February 1, 2017) combined to play 915 games for the Jets last season, the second-most in the NHL to the 1,003 played by Carolina Hurricanes youngsters.

DIVISIONAL DOMINANCE

Winning games within a team's division and conference can be crucial for NHL clubs and it was one of the Jets' strong points in 2016-17. Winnipeg owned a 19-8-2 record against their Central Division rivals, including a 12-6-1 mark against the four divisional foes that made the postseason (Chicago, Minnesota, Nashville, and St. Louis). The 19 wins were tied with Chicago for the most against the Central Division last year.

ENDING ON A HIGH

Winnipeg wrapped up the 2016-17 season with a seven-game winning streak from March 26 – April 8, 2017 to set the franchise record for consecutive victories. The previous record was six-in-a-row from November 19-30, 2010. All seven of the Jets' wins featured comebacks and it was also the first time the team had strung more than five straight wins together since they moved to Manitoba. The Jets were also among just five NHL clubs who won at least eight of their final 10 regular season games.

While Winnipeg struggled in the early part of the year against the Eastern Conference, a late surge helped them to a .500 record of 14-14-4. That push included winning their final five games against the East, part of a run where they earned points in nine of their last 10 meetings with the NHL's other conference.

FINN'S FIRST FORAY

Patrik Laine, Winnipeg's first round (second overall) pick in the 2016 NHL Entry Draft, was a rookie revelation in 2016-17 in his first NHL year. The 19-year-old finished second among NHL freshmen with 64 points (36G, 28A) in just 73 games. His 0.88 points per game was tops among the league's rookies, while he also led that group with nine power play goals and a 17.6 shooting percentage. The Tampere, Finland native's 36 markers also led all Jets players and set a new franchise record for goals by a rookie. Laine was seventh among all NHL skaters for goals and was the lone player in the league to score three hat tricks. His first three-goal game was on October 19 vs. Toronto, including the game winner in overtime, as he helped Winnipeg overcome a 4-0 deficit. Laine's other pair of hat tricks were both against Dallas (November 8 and February 14) as he became the first rookie since Eric Lindros and Teemu Selanne in 1992-93 to register a trio of three-goal games. Laine also led Winnipeg with five multi-goal games and he represented the club at the NHL All-Star Game. Despite missing seven games in January with a concussion, Laine maintained the league's freshman scoring lead until March 25.

0.88
POINTS PER GAME

2ND
OVERALL PICK

3
HAT TRICKS





HELLY'S COOKING AT HOME

Jets goaltender Connor Hellebuyck was impressive at home this past season as he posted a 15-10-1 record, a 2.60 goals-against average and a .917 save percentage. Four of those 15 victories at the newly-dubbed Bell MTS Place came via the shutout as he posted zeros against four Western Conference (and three Central Division) rivals: November 15 vs. Chicago, November 27 vs. Nashville, January 9 vs. Calgary, and March 3 vs. St. Louis. Hellebuyck also won five of his last six starts on home ice, stopping 171 of 188 shots in the process.



GOALS IN DROVES

The Winnipeg Jets were a prolific scoring bunch in 2016-17 as they racked up 246 goals, the most by the franchise since they tallied 257 in 2008-09. That 246-goal total was good for seventh in the NHL last season, including the fourth-most goals at home (131). The Jets also tied for the most 20+ goal scorers in the NHL with five as Patrik Laine (36 goals), Mark Scheifele (32), Blake Wheeler (26), Nikolaj Ehlers (25), and Bryan Little (21) all hit that threshold. It was the first time since 2005-06 that the club has had five players light the lamp 20+ times.

NO PUCK LUCK...

Winnipeg had 16 games in 2016-17 where they put up over 35 shots on goal, but they were trumped by some impressive opposition netminders as they were just 7-8-1 in those tilts. In fact, when the Jets outshot their opponents, they were just 17-19-3.

FOR THE WHOLE WORLD TO SEE

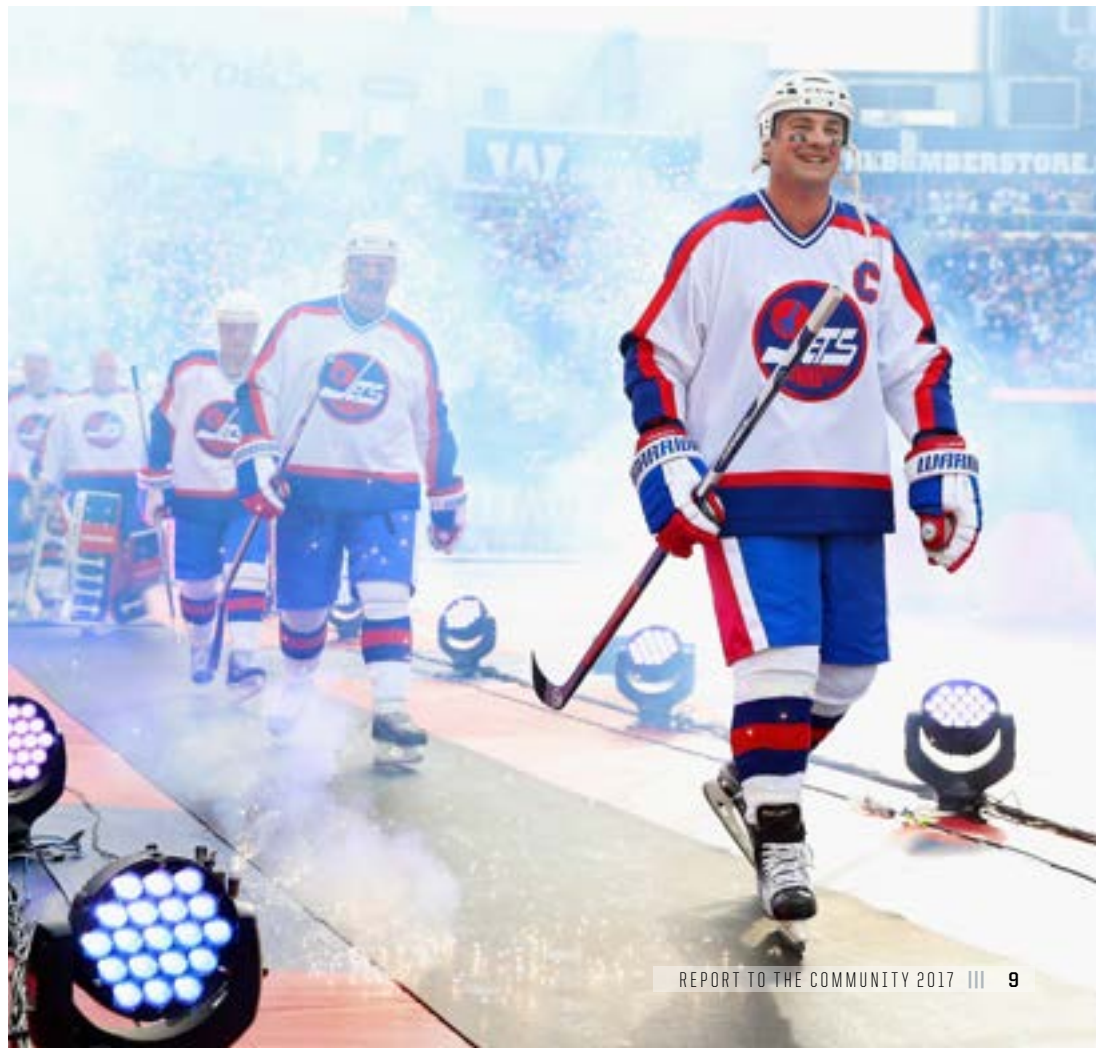


It was a busy season on the international stage for Jets players as the club sent seven players to represent four of the participants at the 2016 World Cup of Hockey in Toronto, before another seven played in the 2017 IIHF World Championships in Paris, France and Cologne, Germany. Goalie Connor Hellebuyck and forward Mark Scheifele played in both tournaments, though the two played together for Team North America at the World Cup before Hellebuyck played for Team USA and Scheifele for Team Canada at the World Championships. Goaltender Eric Comrie and defenceman Josh Morrissey joined Scheifele on the Canadian team that took home the silver medal at the World Championships.

WINNIPEG JETS

ALUMNI & FRIENDS

Building on the goodwill from the 2016 Tim Hortons NHL Heritage Classic that included reuniting dozens of Winnipeg Jets alumni players from the 1960s through to the 1990s, True North committed to launching the Winnipeg Jets Alumni & Friends association in the months after the Classic. To date, True North has connected with alumni players in Winnipeg and abroad to forge an active association. Together the group is planning some exciting alumni events for Winnipeg Jets fans of all ages coming up in the 2017-18 season. Keep an eye on WinnipegJets.com for more information coming soon!



WHAT A WEEKEND

The Winnipeg Jets hosted the 2016 Tim Hortons NHL Heritage Classic on October 23 as they welcomed the Edmonton Oilers to Investors Group Field. It was the league's fourth Heritage affair and the 19th outdoor game. Following a weather-related delay, the Oilers won 3-0 in front of a franchise record 33,240 patrons.

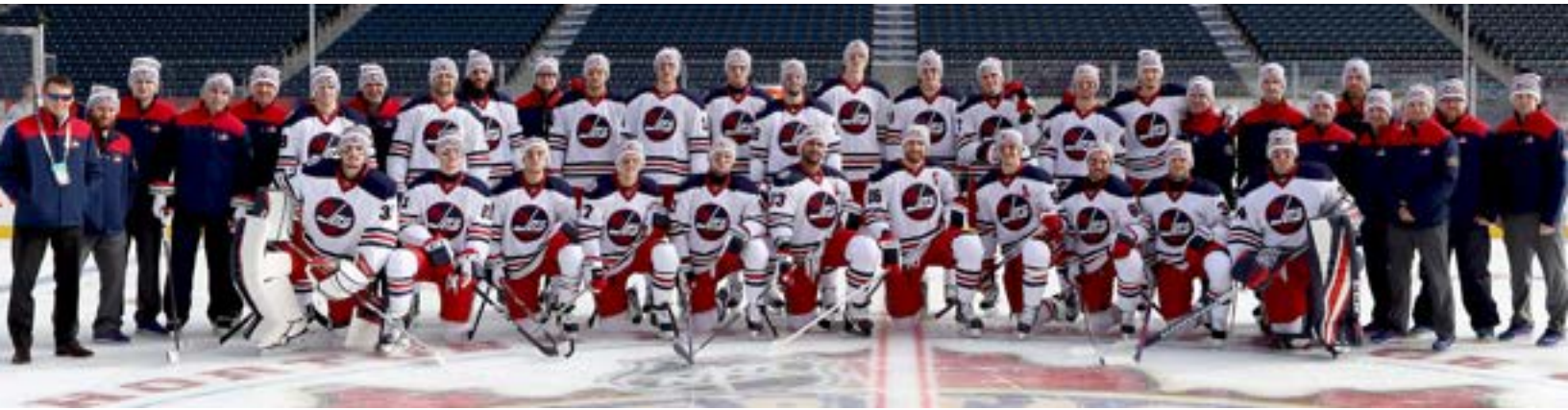
The Heritage Classic weekend began with the induction of the inaugural members of the Jets Hall of Fame. The three inductees were Anders Hedberg, Bobby Hull, and Ulf Nilsson, better known as the "Hot Line" and also as the trio who led the World Hockey Association's Winnipeg Jets to a pair of championship trophies. Their jersey numbers were lifted to the rafters of Bell MTS Place in a pregame ceremony on October 20 before Hedberg and Nilsson were honoured at a Hall of Fame luncheon on October 21.

[!\[\]\(7f8d804c6d199749d3dd53592a5ca12b_img.jpg\) Click here to watch video recaps from the weekend!](#)



ALUMNI AFFAIR

The outdoor festivities also featured the 2016 NHL Heritage Classic Alumni Game on October 22 as legends from Winnipeg (Dale Hawerchuk, Teemu Selanne, Dave Babych, Bob Essensa, etc.) and Edmonton (Wayne Gretzky, Jari Kurri, Paul Coffey, Grant Fuhr, etc.) faced off. The recently-retired Selanne was the focus of the exhibition as he scored a pair of goals – including the game winner on a penalty shot in the final seconds – to help his side to a 6-5 win in front of 31,317 fans. The Finnish Flash stole the show before the game as well when he was handed the key to the city.



YEAR-END AWARDS



The Jets capped off the 2016-17 season by presenting their three team trophies before the April 8 game against Nashville. The Winnipeg Jets Three Stars Award went to Patrik Laine as the 19-year-old received the most "Three Stars" selections among Jets skaters during his rookie campaign. That freshman season saw him finish second among NHL rookies in goal scoring (sixth overall among all the league's skaters) and he added 28 assists for 64 points in 73 games.

Defenceman Josh Morrissey took home the Wawanesa Insurance Community Service Award for his contributions off the ice. Amid the hectic schedule of his first full NHL season, Morrissey made giving back a priority, spending time with Winnipeg Jets Hockey Academy students after multiple home games and making several visits to the Children's Hospital of Manitoba to bring a boost to kids and families going through difficult times. The 22-year-old also made personal donations to the True North Youth Foundation and became the team's ambassador for The Dream Factory (formerly known as the Rainbow Society).

The Dan Snyder Memorial Award, for the Jets player who embodies perseverance, dedication, and hard work without reward or recognition, so that his team and teammates might succeed, was presented to forward Bryan Little. Little was recognized after an impressive 2016-17 season where he recorded 47 points (21G, 26A) in 59 games and a team-high face-off percentage of 55.7 despite missing 23 games with a knee injury.

MASTERTON NOMINEE

Bryan Little was also recognized as the Professional Hockey Writers' Association's nominee from the Winnipeg Jets for the Bill Masterton Trophy, awarded annually by the NHL to the player who best exemplifies the qualities of perseverance, sportsmanship, and dedication to hockey. Not only did Little come back from a knee injury suffered in the 2016-17 season opener against Carolina, but his 2015-16 campaign was also cut short when he suffered a broken vertebrae in a February 2016 game against Tampa Bay. The 29-year-old came back from those devastating injuries to record his ninth straight 20+ assist and 30+ point year, as he also hit the 20-goal plateau for the fifth time.





KROPPY

1918 - 2016

The Winnipeg Jets and True North lost one of their fan favourites last September. Len Kropioski, affectionately known to many as “Kroppy”, passed away in September at the age of 98. Kroppy was so much more than a war veteran and an avid hockey fan. Kropioski was the epitome of Winnipeg Jets pride and passion, and he displayed his love for the team at every game he attended, singing the national anthem with all his heart. As a resident of Kenora, Ontario, Kroppy made the two-and-a-half hour drive into the city whenever the Jets were playing at home. As a lasting tribute, True North placed a plaque with Kroppy’s image on the wall at section 104. Additionally, True North produced a moving video feature that was played at the Jets’ home opener last season.

[Click here to watch the tribute!](#)





2016-17 MANITOBA MOOSE SEASON SUMMARY

The 2016-17 season was marked by growth for the Manitoba Moose. In the team's second season since returning to Winnipeg, there was new head coach Pascal Vincent, some highly touted Winnipeg Jets prospects on the roster, and memorable contributions from players throughout the line-up. A total of 14 players saw time on both rosters (Moose and Jets) this season with 12 of those players getting in-game action with the big club.

A 4-1-1-0 record to close out the campaign left Manitoba with a record of 29-37-5-5, seventh in the Central Division. The mark was three wins and seven points better than the previous year. A total of 12 skaters on the Moose registered 20 or more points on the season, an increase from last season's 11. Rookie Jack Roslovic led the team offensively, finishing the campaign with 48 points (13G, 35A) in 65 games. The Columbus, Ohio native also represented the United States at the World Junior Championship, winning a gold medal. Kyle Connor led the team with 25 goals, placing him in the top three among first year AHL'ers. Eric Comrie led the team in net, posting numerous career highs including wins (19), goals-against average (2.96) and shutouts (3). The former second round draft pick also brought home a silver medal with Team Canada at the IIHF World Championship.

The future is indeed bright for the Moose, whose top three scorers were AHL rookies. With a still growing cast of up-and-coming youthful talent alongside emerging veteran leaders, the Moose are poised to take yet another step forward in 2017-18.



ROOKIE TRIFECTA

Three AHL rookies owned the top spots on the Moose scoring list this season. Jack Roslovic paced the trio with 48 points (13G, 35A) in 65 games. He was shadowed by Kyle Connor with 44 points (25G, 19A) and Dan DeSalvo who tallied 40 points (18G, 22A). The three combined for 28.4% of Manitoba's 197 goals on the season.



48 POINTS



44 POINTS



40 POINTS

ROSLOVIC + CONNOR + DESALVO

28.4% OF MANITOBA'S 197 GOALS

MEMORABLE MONTH

The month of March was a productive one for Kyle Connor. The rookie broke out offensively with 15 points (9G, 6A) in 13 games. That mark put him tied for fifth among AHL scorers in March, second amongst all rookies, and tied for third in overall goals. Connor was named the CCM/AHL Player of the Week for the period ending March 5.



HARKINS 4 POINTS IN 4 GAMES



BEAUVILLIER 5 POINTS IN 9 GAMES



DE SALVO 14 POINTS IN 11 GAMES

GLENNIE 20 POINTS IN 45 GAMES



WELCOME ADDITIONS

During the 2016-17 campaign, 13 players on tryouts (professional or amateur) contributed points for the Moose. Those players combined for 54 points (24G, 30A) in 123 total games. The bulk of those contests go to Scott Glennie who played 45 games on a professional tryout, posting 20 points (7G, 13A). Dan DeSalvo suited up for 11 games on a tryout, racking up 14 points (7G, 7A) before signing an AHL contract with the Moose. Late season amateur tryouts saw Francis Beauvillier tally five points (4G, 1A) in nine games while Jansen Harkins picked up four points (2G, 2A) in four games.



MASKED MILESTONE

Goaltender Eric Comrie checked off an important box with his first career NHL victory on April 6 in Columbus, making 35 saves in a 5-4 Jets victory. Comrie's first win came in his 100th professional appearance in just his second year of pro hockey. Three days later, the Tri-City Americans alum made his 100th AHL appearance with the Moose/IceCaps against Tucson. He is the sixth goaltender to reach the century mark in franchise history. Following the season, Comrie joined Team Canada at the 2017 IIHF World Championship where he captured a silver medal.



SNIPER

Kyle Connor's 25 goals gave the rookie a healthy lead on the Moose goal scoring list. After striking eight goals in his first 32 AHL games, the rookie went off for 17 tallies over his final 20 games. That torrid pace pushed Connor into third among AHL rookies and tied for 14th in the league. The 2015 Jets first rounder registered five multi-goal games and led the Moose with four game-winning goals.

YEAR-END AWARDS



FLOFORM COUNTERTOPS MOST VALUABLE PLAYER AWARD

Kyle Connor was a stand-out in his 52 games with the Moose. The Shelby Township, Michigan native had 44 points (25G, 19A) to sit second in team scoring. Connor led the team in goals (25) and points per game average (0.85). Connor had a penchant for scoring key goals, posting a team-leading four game winning goals, five "first goals" and three insurance goals on the campaign.

INDEPENDENT JEWELLERS THREE STARS AWARD

Kyle Connor finished the season at the top of the three stars standings with 80 "star points". Connor was named a game star in eight of the 24 home games he appeared in this season. He earned first star honours three times, second star honours twice and third star honours three times. Rounding out the top three were Dan DeSalvo with 55 points followed by last year's winner, Eric Comrie, with 50 points.

MANITOBA MOOSE ROOKIE OF THE YEAR AWARD

It was a productive first year of professional hockey for Kyle Connor. The University of Michigan alum played the first 19 games of the season with the Winnipeg Jets, tallying four points (1G, 3A). Connor then joined the Moose for 52 games while picking up 25 goals and 44 points. Those numbers placed Connor third and tied for 15th among AHL rookies respectively. His points per game average ranked fourth among first year AHL'ers playing over 30 games.



UNITED FIREFIGHTERS OF WINNIPEG BEST DEFENCEMAN AWARD

Kevin Czuczman, the only Moose player to appear in all 76 games in 2016-17, led Manitoba defenders in goals (9), assists (23) and points (32), all career highs. Czuczman also posted a career best with 190 shots on goal to lead Manitoba in that category. He was also second on the Moose with 19 points (6G, 13A) on the power play.



ELECTRONIC PRODUCTS RECYCLING ASSOCIATION JULIAN KLYMKIW COMMUNITY SERVICE AWARD

Eric Comrie was one of the busiest goaltenders in the AHL, facing the second-most shots in the league. Comrie was plenty busy off the ice as well, taking on a significant role with Project 11 (see page 40 for more on Project 11) this season. During his seven school visits throughout the season, Comrie participated in learning activities with students and provided support to the classroom teachers. Comrie also held many post-game meet-and-greets with Project 11 students following select home games.



ULTIMATE SOFTWARE LEADING SCORER AWARD

Jack Roslovic accomplished a rare feat by leading the Moose scoring race wire-to-wire this season. The rookie notched a goal and an assist in his first professional game and went on to lead Manitoba with 48 points (13G, 35A) in 65 games. Roslovic powered his productive season with 15 multi-point games. His 35 assists led the Moose and tied him for second among rookies. Roslovic's 48 points were tied for sixth among first year AHL'ers. Roslovic made his NHL debut on April 6 in his hometown of Columbus.

NEW TRAINING FACILITY

At the start of last season, True North completed construction on a 21,000-square foot addition to Bell MTS Iceplex, which began in September 2015.



AMATEUR TEAMS BY THE NUMBERS:



AREA ASSOCIATIONS:

100 A & AA TEAMS

6 HOCKEY WINNIPEG AAA COUNCIL TEAMS

20

CASUAL TEAM RENTALS

10

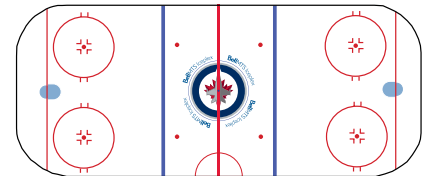
DAYTIME TEAM ICE RENTALS

6

RINGETTE & SLEDGE HOCKEY TEAMS

30

ADDITIONAL MINOR HOCKEY TEAMS



COMMUNITY USE

When True North opened Bell MTS Iceplex in 2010, it was with the goal of being Manitoba's premier facility for amateur and professional hockey development. Last season, the community benefited from just under 12,000 hours of ice time on four NHL-size rinks (200' x 85') that are open year-round, hosting dozens of amateur hockey tournaments from teams around the continent.

In September 2016, construction was completed on a two-story structure expansion that was added to the east side of the existing facility. The expansion provides new team dressing room facilities for the Winnipeg Jets and Manitoba Moose, office space for Moose hockey operations staff, office and storage space for the True North Youth Foundation, and has freed up dressing rooms for community use.



EXPANSION OF FOCUS FITNESS

With the expansion of the Jets and Moose dressing rooms and training facilities, True North also invested in the expansion of the Focus Fitness space to accommodate the increased demands on the 6,600-square-foot facility. Featuring the latest in exercise and sports conditioning equipment, just over 1,100 hockey players and athletes from all walks of life trained at Focus Fitness during the 2016-17 season.

JETS HOCKEY DEVELOPMENT

Jets Hockey Development (JHD) is an Iceplex program designed to provide every participant with the best opportunity to develop as a hockey player and as a person. Our dedicated team of experienced coaches, provide professional hockey development for players of all ages and skill levels both on and off the ice. In 2016-17, just over 1,200 players registered for our development programs.

ICE LAB

At 45 feet in length by 37 feet in width, the Ice Lab is the biggest ice surface for goalie training in Manitoba. Located in the northwest corner of Bell MTS Iceplex near the RE/MAX rink, the Ice Lab strives to offer an educational environment for goaltenders by focusing on the breakdown of goaltending movements. Designed for goalies of all ages, the Ice Lab provided beneficial one-on-one training to over 175 goaltenders in 2016-17.

NEW HOME FOR TNYF

Bell MTS Iceplex became the new and official home of the True North Youth Foundation in 2016-17, moving into second floor office and storage space that was part of the Bell MTS Iceplex

expansion. The new storage facilities support the foundation's Winnipeg Jets Hockey Academy (WJHA), making it easier for WJHA employees and kids to access hockey equipment.

TOURNAMENTS

Bell MTS Iceplex hosted two major hockey tournaments over the 2016-17 season. The highlight being, the Winnipeg Jets Challenge Cup hockey tournament over the Christmas break. Bringing over 40,000 people through the door in just two weeks, the Challenge Cup has become one of the largest tournaments in the province of Manitoba. Starting with 41 teams in 2011, the 2016-17 edition featured over 140 teams. Other key tournaments over the season included, Mike Keane Classic, Female World Sport School Challenge, Tim Hortons Jamboree,

North American Hockey Classic, Winnipeg Highschool Hockey League Spring Classic, and many more.

Supporting inclusiveness in the community, Bell MTS Iceplex was proud to host the Manitoba Indigenous Cultural Education Centre tournament at the end of March 2017. With 73 teams playing, the tournament welcomed players and coaches from northern Manitoba, along with teams from across the country, celebrating Indigenous culture and hockey.





JETS GEAR IN FULL GEAR

Jets Gear now has five full-time retail locations across Winnipeg: Bell MTS Place, Bell MTS Iceplex, St. Vital Centre, Polo Park, and Kildonan Place. The locations underwent some renovations and enhancement throughout the year to better serve patrons eager to get gear from their favourite team.



TRUENORTH SHOP.COM

To support the on-going demand for Jets and Moose gear, True North has made shopping online more convenient for hockey fans by providing more inventory and logistical support for **TrueNorthShop.com**. The enhanced website is the official online store of True North, the Winnipeg Jets, and the Manitoba Moose.

DID YOU KNOW

Jets Gear receives and sells game used equipment and jerseys for the Winnipeg Jets and Manitoba Moose.

ALL IN ON ADIDAS

Adidas will be the official on-ice apparel and jersey supplier for the NHL beginning in the 2017-18 season. The full line of Authentic Pro apparel will be available at all Jets Gear stores and at TrueNorthShop.com. When you purchase a pro stitched customized jersey from Jets Gear, it is done in the same facility as the jerseys worn on-ice by the team. You are getting the exact same quality numbering as worn by the pros! All proceeds of items sold at Jets Gear locations directly support the Winnipeg Jets Hockey Club.



TOP 5 JERSEYS



DID YOU KNOW

For the first year of the new Adidas deal, all 31 teams will only be wearing home and away jerseys. Third jerseys will only be allowed to be worn again in the 2018-19 season.

SUPPORTING PROJECT 11

Project 11 merchandise is available exclusively at Jets Gear stores and at TrueNorthShop.com, and a portion of the proceeds will support the Project 11 initiative in Winnipeg schools. To learn more about Project 11, please visit ProjectEleven.ca.

DID YOU KNOW

There are certain brands of Winnipeg Jets items that you can only buy at Jets Gear and at TrueNorthShop.com:

- Under Armour
- Campus Crew
- Brüzer
- And many more!
- Ironhead
- Greg Norman Golf
- EPH Apparel



NEW NAME

FOR TRUE NORTH'S DOWNTOWN ARENA

In March, Bell Canada acquired MTS, and with it, a new corporate identity was created, Bell MTS, which led to a new name for True North's downtown arena: Bell MTS Place. As Bell MTS is the naming rights partner for the arena (and the Iceplex, see page 18), the name Bell MTS Place was selected to highlight how connected Winnipeg is and to reflect a place where people come together to cheer, to meet, and to socialize. The name change was big news, too, trending as a leading topic in Canada on Twitter on May 30, 2017 – the day the new name was announced.

EVENTS

Last year (2016-17), Bell MTS Place welcomed some of the biggest international touring acts to Winnipeg. Feature shows included Dolly Parton (September), Kanye West, Carrie Underwood (October), Florida Georgia Line (November), Seinfeld (December), Dierks Bentley (February), Eric Church (March), The Lumineers (April), Red Hot Chili Peppers (May), Tim McGraw & Faith Hill (June), Ed Sheeran (July), Bruno Mars, and Brad Paisley (August). Along with dozens of other entertaining concerts and events that came through the arena, Bell MTS Place was home to 80+ hockey games as the home ice facility for the Winnipeg Jets and Manitoba Moose.

FUNDRAISERS

With the support of our food and beverage partner, Centerplate, Bell MTS Place was transformed into a gala setting for the David Foster Foundation's annual Miracle Gala & Concert on Saturday, September 24, 2016. Foster, a 50-time nominee and 16-time Grammy Award-winner, was joined by special guests throughout the evening, including Carly Rae Jepsen, Seal, Michael Bolton, The Tenors and Sinbad. The fundraising supports the non-medical expenses of Canadian families with children undergoing life-saving organ transplants. In total, the event raised more than \$3 million for the David Foster Foundation.

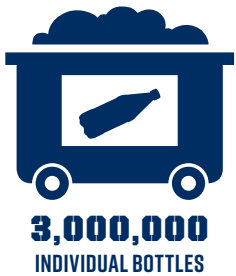


61	ENTERTAINMENT EVENTS
48	JETS GAMES
38	MOOSE GAMES



ARTIST RENDERING. SUBJECT TO CHANGE.

BELL MTS PLACE HAS COLLECTED JUST UNDER **1 MILLION POUNDS** OF RECYCLING SINCE 2012



ARTIST RENDERING. SUBJECT TO CHANGE.

CONCOURSE RENOVATIONS

By the time patrons enter Bell MTS Place this fall, True North will have invested \$12 million into comprehensive concourse renovations. The extensive upgrades include new lighting, flooring, ceiling and signage as well as concession renovations that bring new food and beverage options. The new colours will emulate the Winnipeg Jets brand colour palette while incorporating an aviation theme of glass, steel, and rivets.



COMMUNITY USE

Through True North's Community Use Access Program (CUAP), community organizations benefited from the use of Bell MTS Place, including WE Day (Free the Children), Souper Lunch (Winnipeg Harvest), Skates and Badges (Winnipeg Police Service), Flatlander's Beer Festival (True North Youth Foundation), and more!



NEW SECURITY AND SAFETY

True North is pleased to welcome three of its newest members to our event and security teams: Dave Bessason, a former Winnipeg Police Service Canine Officer, and two specially trained security dogs, Dante and Daisy. The new additions ensure we meet new NHL security protocols for Winnipeg Jets home games this season, along with other events taking place in Bell MTS Place. Dave, Dante, and Daisy will be working together this season to help us provide greater protection and safety for our patrons.

GUNS N' ROSES AT INVESTORS GROUP FIELD

This year, True North Sports + Entertainment hosted a number of concerts and events at non-True North venues. The largest being Investors Group Field, landing one of the biggest stadium tours on the concert circuit – the “Not in this Lifetime” tour by a reunited Guns N’ Roses. More than 30,000 people enjoyed the outdoor rock spectacle on Thursday, August 24, 2017.



CIRQUE DU SOLEIL: KURIOS AT KENASTON BIG TOP TENT

Following the successful run of Odysseo’s Cavalia in 2015, True North was proud to present another big top event with Cirque du Soleil’s Kurios. Located at the northeast corner of Route 90 (Kenaston) and Sterling Lyon Boulevard, Cirque’s iconic blue and yellow tent was home to 50 shows throughout the months of June and July. The big top tent, equipped with air conditioning, had a seating capacity of 2,600 people. By the end of Cirque’s impressive run, just over 90,000 people had been treated to a spectacular display of theatrics and athleticism.



TRUE NORTH’S VENUES EARN IMPRESSIVE POLLSTAR RANKINGS

Pollstar, one of the concert industry’s leading online platforms for promoters, concerts, and events, has ranked True North’s Bell MTS Place (#113) and the Burton Cummings Theatre (#92) on its annual mid-year list for ticket sales. The rankings are even more impressive if you consider that based on North American venues, the Burt, making its debut on the chart, is #82, and Bell MTS Place is #80. Thank you to all our patrons who have made our venues among the most popular in the world.

EVENTS AT THE BURTON CUMMINGS THEATRE

The Burton Cummings Theatre (affectionately know as the “Burt”) allows True North the opportunity to bring in a wide variety of incredible performers in a unique and historic setting. In addition, it creates stronger relationships with major concert promoters wanting to tour non-arena acts. This year, True North welcomed, Alice Cooper (October), The Watchmen, Brian Wilson, Jackson Browne (April), Melissa Etheridge (January), STOMP! (May), Bonnie Raitt, and four TD International Jazz Fest shows featuring Seu Jorge, the legendary Mavis Staples, Gregory Porter, and YouTube sensations Post Modern Jukebox (June).

One of the many highlight events at the Burt this year was the run of four sold-out fundraising shows by illusionist Darcy Oake. All proceeds raised from the shows went to the Bruce Oake Recovery Centre, with the goal to establish a non-profit long-term treatment facility in Winnipeg in memory of Darcy’s brother who passed away after his own battle with addictions. In total, \$400,000 was raised from ticket sales and donations. True North donated \$14,000 to the cause.

COMMUNITY USE

As part of True North's commitment to community contributions, the Burton Cummings Theatre hosts several organizations each year, waiving or reducing venue costs in support of fundraising, education and awareness initiatives. Groups who benefited from use of the Burt this year include Bell Media's I Love To Read, The Robb Nash Project, and Youth Against Mental Illness Stigma (YAMIS). The Burton Cummings Theatre also participates annually in Doors Open Winnipeg and supports local community filmmakers and musicians in various short film and music video projects by offering a rent-free location.

THE ROBB NASH PROJECT

JANUARY 25

*Photo credit:
Joey Senft*



YAMIS

MARCH 1

*Photo credit:
Peace of Mind
204*



BURTON CUMMINGS + TRUE NORTH

EXTEND PARTNERSHIP, ANNOUNCE TWO NEW SHOWS!

True North was proud to confirm the continuation of the relationship between Burton Cummings and the Burton Cummings Theatre. The extension will ensure that the Burton Cummings name will proudly reside atop of the theatre for at least another 15 years. Burton will

perform a minimum of four concerts in the facility over the next 15 years, with the proceeds going towards the continued investment in the building. Burton's first two shows are scheduled for September 22 and 23. Due to popular demand, both shows sold out immediately.

BEER CAN COLLECTION: A COMMUNITY CONNECTION

True North has partnered with Connect Employment to assist with collecting the beer cans at the Burton Cummings Theatre after each event. Connect is a non-profit organization that supports jobseekers with intellectual disabilities to work and participate in the community. Connect provides candidates who receive the proceeds as a fee for their service. The candidates

also benefit from job coaching provided by Connect, while ensuring the beer cans are sorted, counted, and bagged. All the funds generated from the recycling are distributed by Connect directly to the candidates. From September 2016 to July 2017, just under 40,000 beer cans have been recycled, valued at just over \$3,900.

THE BURT: BY THE NUMBERS

86K VISITORS
ATTENDED
AN EVENT

85 CONCERTS +
EVENTS

11 COMMUNITY-USE
EVENTS

REVITALIZING THE BURT

In 2014, under a lease arrangement from the Walker Theatre Performing Arts Group, True North Sports + Entertainment assumed management of the Burton Cummings Theatre, providing programming services and entertainment expertise to the 1,579-seat former vaudeville theatre. Investing significant time and resources, True North set forth on a long-term project to refurbish and rejuvenate the theatre, acquiring full ownership of the building in 2016. With a goal to provide an exceptional patron experience and professional venue production/amenities for touring artists and audiences alike, improvements have been made to various parts of the building including the stage lighting, rigging and sound systems, main floor and first balcony seating, theatre carpeting, concessions, backstage/catering areas, air conditioning, washrooms, and more.



TRUE NORTH SQUARE CONSTRUCTION UPDATE

Drawing on inspiration from leading mixed-use plazas in North America, True North Square will connect Winnipeg for the first time to a new standard for mixed-use and public plaza development in downtown.

True North Square is a 1.1-million-square-foot-plus, multi-phased, “green”, premium mixed-use development that is transforming Winnipeg’s downtown with its striking architectural design and unique amenities, while presenting a new and distinct address for the most progressive Winnipeg tenants and residents. True North’s landmark development will shift the “centre of gravity” of Winnipeg’s historic core to its new epicentre in the heart of our downtown sports, hospitality, and entertainment district (SHED).

The design features the six key pillars of mixed-use development – office, hotel, residential, retail, parking, and a central plaza. True North Square is comprised of four towers offering flexible office space, retail shops and services, residences, a full-service hotel, heated underground parking, direct access to Winnipeg’s rapid transit corridor and bicycle laneway, a LEED® Gold work environment, and is only steps away from the Winnipeg Jets NHL hockey, Manitoba Moose AHL hockey and the city’s hottest entertainment at Bell MTS Place.

242 HARGRAVE

- 17-STOUREY OFFICE AND RETAIL TOWER
- JULY 2018 COMPLETION

225 CARLTON

- 25-STOUREY OFFICE, RETAIL, AND RESIDENTIAL TOWER
- SPRING 2019 COMPLETION

SUTTON PLACE HOTEL & RESIDENCES

- 275-ROOM HOTEL AND 130-SUITE RESIDENCE
- 2020 COMPLETION



AS OF JULY 2017:

LOOKING FORWARD:

16,000 m²
OF CONCRETE HAS
BEEN POURED

4,000
PEOPLE WILL LIVE
AND WORK HERE

270
WORKERS PER DAY,
ON AVERAGE,
ARE ON SITE

410,000 SF
OFFICE + RETAIL SPACE

242 HARGRAVE HAS
REACHED
10 FLOORS

194
RESIDENTIAL
RENTAL UNITS

225 CARLTON HAS
REACHED
5 FLOORS

85%
EFFICIENCY
OFFICE

400 FULL-TIME AND
PART-TIME EMPLOYEES
WORKING ON THE
PROJECT AS OF JANUARY 1

21,500 SF
CLASS A OFFICE
FLOORPLATES



2016-17

COMMUNITY RELATIONS



Beyond its support of operating the True North Youth Foundation, True North is also proud to support many worthwhile events and causes in our community. Last season we donated over 700 packages, including jerseys, autographed items, team clothing and specialty merchandise that benefited over 700 community groups and organizations. Additionally, the

Winnipeg Jets and Manitoba Moose donated charitable proceeds of just under \$246,000 to a variety of community groups, while raising awareness for their worthwhile initiatives. Throughout the season, True North's Community Relations and Promotions Team supported hundreds of True North and community events across Manitoba.

WINNIPEG JETS

FAN FEST 2016

The rainy day did not keep Jets fans away for the third annual Jets Fan Fest on September 24, 2016. Free to the public, fans enjoyed watching an on-ice training session, as well as select players, coaches and management in a live Q & A session. There were activities for kids, contests, giveaways, displays, arts and crafts, a ball hockey game, and an autograph session with Jets alumni Thomas Steen.



SANTA CLAUS PARADE

The Winnipeg Jets float was all lit up and adorned with Jets gear to join in the holiday celebration at the Winnipeg Santa Claus Parade on November 12, 2016. True North had over 50 full and part-time employees and their immediate family members join in on the fun, waving to the crowd from atop the float. Additionally, there were 100 kids from the True North Youth Foundation, walking in front of the Winnipeg Jets float and greeting the massive crowd that lined downtown Winnipeg.



HOCKEY FIGHTS CANCER

The Jets hosted Hockey Fights Cancer™ night at Bell MTS Place on November 15, 2016. Players wore special Hockey Fights Cancer jerseys during the pre-game warm up, while all Jets coaches and broadcasters wore official lavender-coloured Hockey Fights Cancer ties during the game. Rinkboards and in-game visual media were also converted to lavender for game night. Hockey Fights Cancer is an initiative founded in 1998 by the National Hockey League and the National Hockey League Players' Association to raise money and awareness for cancer research institutions, children's hospitals, player charities and local cancer organizations. Through a number of events held in-game, along with online auctions throughout the months of October and November, Winnipeg Jets fans raised a total of \$210,000 to support CancerCare Manitoba's Pediatric Clinical Trials.



[Click here to watch a video recap!](#)

SKILLS
COMPETITION
SETS RECORDS



DUSTIN
BYFUGLIEN
101.3 MPH
HARDEST SHOT
COMPETITION



PATRIK
LAINE
8.4 SEC
ACCURACY SHOOTING
COMPETITION



NIKOLAJ
EHLERS
13.29 SEC
FASTEST SKATER
COMPETITION



On December 16, 2016, just under 13,000 excited fans watched Winnipeg Jets players set new club records and compete head-to-head in five events. During the event two new club records were set. Patrik Laine set a new shooting accuracy record, completing the task in 8.4 seconds, and Nikolaj Ehlers took the fastest skater record with a lap in just 13.29 seconds. Fans also enjoyed plenty of exciting prize giveaways throughout the night. Proceeds from the Winnipeg Jets Skills Competition, presented by Manitoba Hydro, benefited the True North Youth Foundation and the NHLPA Goals and Dreams Fund.

WINNIPEG JETS

TOY DRIVE & FOOD DRIVE

The 2016 Winnipeg Jets Toy Drive collected over 1,600 toys and \$4,000 in cash donations during the month of December. All gifts and proceeds went to the Christmas Cheer Board, which provides holiday hampers to those in need. Presented by Save-On-Foods, the Jets ran their inaugural food drive, collecting 23,679 lbs of non-perishable food donations at home games and at three Winnipeg Save-On-Foods locations during the month of January.



READING TAKES FLIGHT

Winnipeg Jets players visited 12 schools to read the official children's book of the Winnipeg Jets The Home Team on February 8, 2017 as part of I Love to Read Month and Jets' initiative Reading Takes Flight presented by Esdale Printing. Just over 2,000 applicants from 907 classrooms entered the competition by sending their top five reasons for hosting a Jet during I Love To Read Month.



WINNIPEG JETS

DRAFT PARTY 2017

The official 2017 Winnipeg Jets Draft Party, presented by SportChek, took place June 23, 2017. The Jets had the 24th pick in the first round of the National Hockey League Draft and more than 700 excited fans were in attendance at Club Regent Event Centre to hear that Kristian Vesalainen from Finland was selected as the Jets' first round pick. In addition, fans learned that Dale Hawerchuk is the newest inductee into the Winnipeg Jets Hall of Fame. There were a variety of prize giveaways at the event, including two \$1,000 SportChek shopping sprees, the jerseys off the backs of Jets Josh Morrissey, Kyle Connor and Jack Roslovic, who hosted the night, as well as numerous other autographed Jets items and prize packs.





WINNIPEG JETS

HOLIDAY VISITS

Jets players and Mick E. Moose wished happy holidays to fans at several locations during the holiday season. Signing autographs and posing for pictures with kids and their families at Children's Rehabilitation, Children's Hospital of Manitoba and the psychiatric unit at Health Sciences Centre, they enjoyed seeing the smiles of the kids they met.



SUPPORTING CHILDREN'S WISH

In March 2016, 10-year-old Keira Neal from Fairmont Hot Springs, British Columbia, was granted her wish to meet her favourite player Dustin Byfuglien and be part of the Jets team for a day. When Keira was one-year-old, doctors found a cancerous tumor in her quadricep. She was given a 20 percent chance to live with amputation being her best odds of survival.

Now 10 years old and cancer-free, Keira has had 18 different prosthetic legs, with her favourite being her hockey leg with a Jets sticker. With the help of the Winnipeg Jets and the Children's Wish Foundation, Keira enjoyed skating with the team and later watching the Jets win a game - with Byfuglien scoring two goals. Sportsnet captured the compelling interaction, sharing the feature on a national broadcast.

[!\[\]\(ab59d0598235e1fff2f06022b7b6963a_img.jpg\) Click here to watch the Sportsnet feature!](#)

OPEN PRACTICES

A total of 9,539 fans attended five free Winnipeg Jets open practices at Bell MTS Place throughout the season. The open practices allow youth groups, senior citizens, assisted living groups, minor hockey teams, daycares, schools and other groups that have not yet had the opportunity to experience the Winnipeg Jets live at Bell MTS Place.



The Manitoba Moose visited Siloam Mission on December 7, 2016. Players prepared and served meals along with interacting with Siloam's patrons and staff.

MANITOBA MOOSE COMMUNITY RELATIONS

SHARE THE WARMTH WINTER CLOTHING DRIVE

Presented by Red River Co-op, the Moose held their second annual Share the Warmth winter clothing drive to support Siloam Mission, a Christian humanitarian organization that alleviates the hardships of homelessness. The three-week campaign kicked-off November 5, 2016, when the Moose faced the Cleveland Monsters. Fans attending that game were encouraged to donate winter clothing items such as gloves, mitts, toques, and scarves. In addition, Red River Co-op had collection depots at their 25 gas bars and four food stores throughout Winnipeg. Tough Duck also supported the cause, contributing \$5,000 in warm winter clothing items. Moose Players then volunteered in the kitchen and serving line of Siloam Mission, and presented the shelter with an autographed jersey and more than 1,500 lbs of clothing items collected.



MAKING CHILDREN'S WISHES COME TRUE - STAR WARS DAY

Fans attending the December 3, 2016 game against the Texas Stars enjoyed being transported to a galaxy far far away at Star Wars Day. Fans were encouraged to come dressed as Star Wars characters for the chance to win prizes, the first 3,000 fans in the doors received limited edition Manitoba Moose Star Wars posters, and Star Wars characters interacted with the crowd on the concourse. Even the players wore special edition Star Wars jerseys during warm-up. These jerseys were then auctioned during the game and in a week-long online auction afterward. Just under \$5,500 in proceeds from the jersey auction went to Children's Wish Foundation of Canada, Manitoba and Nunavut Chapter, to help fulfill wishes for children diagnosed with a high-risk, life-threatening illness.





AUTOGRAPH ALLEY

On December 4, 2016, fans attending the game received a Manitoba Moose pennant, perfect for signatures during the full-team autograph session following that game. Fans had many more opportunities to get their favourite player autographs as the Moose held six additional post-game autograph alleys throughout the season. Each player participated in one post-game autograph alley giving the fans an opportunity to meet their favourite Moose players. In total, 2,585 fans attended the autograph alleys.



YOUR BACKYARD RINKS

In January 2017, fans snapped pictures of their backyard rinks for a chance to win the ultimate backyard event with Manitoba Moose players. Seventy photo entries came in showing the incredible rinks our community puts together for the winter season. The Scarcello family was selected and treated to players coming to skate with them on February 6, 2017, along with a visit from Mick E. Moose, an autographed Manitoba Moose jersey, hot chocolate and donuts, and a videographer and photographer on-site to record the day!



STICK TO READING

Back for its second year, Stick to Reading, presented by McNally Robinson Booksellers, promoted literacy to youth in our community. During the month of January, students and teachers from local schools entered for their chance to win a visit from Manitoba Moose players. On February 6, 2017, players visited 10 schools in Winnipeg to read and interact with the students. Players also gave each student a Manitoba Moose bookmark and goodie bag from McNally Robinson. Entered schools who did not win a player visit received a package of buy-one-get-one vouchers for the Manitoba Moose Stick to Reading home game on February 25, 2017.



LOUIS RIEL DAY AT ASSINIBOINE PARK ZOO

Players from the Moose made a special visit to Assiniboine Park Zoo on Louis Riel Day, February 15, 2017, to meet and greet with fans, as well as present the park with an autographed special edition polar bear jersey. Just over 1,500 fans participated in a scavenger hunt where they searched areas of the "Journey to Churchill" exhibit to collect stamps from Moose players, for a chance to win Moose prizes including a full team-autographed jersey. The special polar bear jerseys had been worn during the January 9, 2017 game, with six auctioned off that night bringing in \$3,300 for Assiniboine Park Zoo's Polar Bear Rescue Team.



MOOSE OPEN PRACTICE

Kirkfield Westwood Community Centre won the honour of having the Manitoba Moose participate in an open practice at their arena on March 19, 2017. More than 200 community members watched the Manitoba Moose practice and participate in a scrimmage with the Kirkfield Westwood Minor Hockey team.



[Click here to watch a video recap of the 2016-17 Manitoba Moose community relations initiatives!](#)



COMMUNITY CAUSES

The Moose, along with Red River Co-op, hosted a variety of extra special fun events at their games that support our local community. Here are just a few memorable moments from the past season:

TEDDY BEAR TOSS

During the December 10, 2016 game, a record number of 2,905 stuffed toys flew through the air as donations to the Christmas Cheer Board for families in need. Fans brought new or gently used stuffed toys and registered them at the Teddy Bear Toss registration tables. At the first intermission fans were prompted to throw the bagged, sealed and registered toys for a chance to win various prizes from Red River Co-op and Build-a-Bear. In addition to the stuffed toys collected, \$1,300 in cash donations was also raised.

SHUTOUT HUNGER

On December 30, 2016, fans were encouraged to bring non-perishable food items to be placed in Winnipeg Harvest food bins located at each entrance. And that they did, dropping off 1,500 lbs of food. Cash donations were also accepted with all proceeds being donated to Winnipeg Harvest. Every \$10 donation received an entry to win a 12-person suite to the January 3, 2017 Moose game.

AUTISM AWARENESS MONTH

Throughout the month of March, limited edition player puzzles were sold at eight Moose home games and online at TrueNorthShop.com. The puzzles featured six Moose players and were autographed by the featured players. Fans who purchased a puzzle were entered to win a Manitoba Moose special edition Autism Awareness jersey worn on Autism Awareness Night, March 24, 2017. The jerseys featured a puzzle piece design. In total, just over \$15,000 in proceeds went to St. Amant autism programs.

OTHER MANITOBA MOOSE COMMUNITY EVENTS

MANITOBA FALLEN FIREFIGHTER FOUNDATION

This past season, during the Wolves vs. Moose game on January 15, 2017, the Moose wore special edition firefighter themed jerseys as a part of an effort to recognize the thousands of firefighters throughout the province of Manitoba. The jerseys were auctioned both at the game and online, and combined with a special ticket offer, a total of \$8,232.53 was raised for the Manitoba Fallen Firefighter Foundation. On July 7, 2017, the Manitoba Moose stopped by Winnipeg Fire Paramedic Service No. 1 Station to show their appreciation and to present the cheque to representatives from the Manitoba Fallen Firefighter Foundation.

RETRO JERSEY NIGHT

The Manitoba Moose players wore throwback jerseys during their March 12, 2017 game vs. the Toronto Marlies. The team donned the white retro jerseys from the 1996-97 season for the game. Six game-worn/issued jerseys were auctioned off in-game and the remaining jerseys were available through an online auction. A total of \$2,065.48 was raised, with the proceeds going to Hockey Manitoba.



CONNECTING WITH OUR COMMUNITY

The Winnipeg Jets and the Manitoba Moose love supporting the community through a variety of events on and off the ice all over Manitoba. This past year, our promotions team participated in 160 community events that included Scotiabank Hockey Day in Canada held in Kenora, Tim Hortons Camp Day, RCAF Run, Children's Hospital Teddy

Bear Picnic, Pride Parade, Travis Price Classic, Arthur J. Gallagher Golf Tournament, Terry Fox Run, (Moose) Fire Fighters Burn Fund BBQ, Winnipeg Police Service Patrol Awards, Assiniboine Park Polar Bear Run, Tim Hortons TimBit Jamboree, Winnipeg Fire Department Station 11 visit, and so much more!



TRUE NORTH YOUTH FOUNDATION





ONE OF THE TNYF'S TOP PRIORITIES THIS YEAR IS TO THANK PEOPLE

involved in the remarkable growth and development of the foundation, including 50/50 donors, sponsors, volunteers, employees, partners, and many others.

To help us say "thanks", we've enlisted some big names, including Blake Wheeler, Dustin Byfuglien, Mark Scheifele, Nikolaj Ehlers, and Adam Lowry. They have generously participated in our "thank you" campaign with a series of photo shoots that will be leveraged in a multimedia campaign that started in early September with billboards, ads in publications, social media support and more. The multimedia campaign will continue throughout the year. We've also launched a new website: TrueNorthYouthFoundation.com (and tnyf.ca) and crafted a new tagline to capture the essence of the True North Youth Foundation – Empowering Potential.



OUR TRUE NORTH



PROJECT 11



2016-17 GROWTH

The True North Youth Foundation's (TNYF) three core programs, Camp Manitou, Project 11, and Winnipeg Jets Hockey Academy, experienced considerable growth and created a significant positive impact in the lives of thousands of underserved youth in our community. The foundation's partnerships grew across all sectors, including our volunteer base, which grew by 18% in 2016-17. Thank you to the 371 volunteers who donated a total of 5,115 hours, contributing to all areas of the foundation's programming. This year, thanks to donors, we invested \$2.4 million into our programs and services, benefiting over 18,000 youth and their families.



[Click here to watch a video about the True North Youth Foundation's story!](#)

50/50 SUPPORT IS 100% APPRECIATED!

The foundation is grateful for fans' support at Winnipeg Jets and Manitoba Moose home games at Bell MTS Place. Thanks to your support, we are able to consistently create and deliver health, wellness, and activity programming that integrates into school curriculum from kindergarten to grade 12. This past season, we generated just over \$1.5 million for TNYF, including record breaking pots at this year's Heritage Classic.



SAT. OCT 22, 2016

\$307,850



SUN. OCT 23, 2016

\$414,070

QUICK STATS:

PREVIOUS RECORD:
\$184,000

50/50 SELLER AVERAGE:
\$7,700 IN SALES

TOP 50/50 SELLERS:
\$14,000+ IN SALES



CAMP MANITOU KEEPS GROWING

True North Youth Foundation is committed to providing accessible and meaningful camp experiences to Manitoba children, youth and community groups at Camp Manitou. Individual camp registrations have increased over 300% from last year, and bookings for camp facilities, including the main hall rental, have also increased by 20% over the last year. For more on Camp Manitou, please visit CampManitou.mb.ca.



WJHA STUDENTS AT CAMP

The Winnipeg Jets Hockey Academy (WJHA) has invited all 675 students from the program this past winter to a free week at Camp Manitou this summer. The young players spent half days enjoying the variety of activities available at Manitou and the other half at Bell MTS Iceplex with WJHA staff working at on-ice drills and games, floorball and classroom sessions. Several WJHA staff are also part of the camp team, which provides a level of comfort to the WJHA campers, seeing familiar faces with whom they spent their winter months on the ice.



EMPLOYING STUDENTS AT CAMP MANITOU

As part of the foundation's commitment to youth, 52 high school and post-secondary students, who are returning to school in September, were hired at Camp Manitou this past summer. These students will further develop their job skills while providing meaningful camp experiences to Manitou campers.



CAMPERS HAVE MORE ACTIVITIES!

Several new activity structures and upgrades have been made to make Camp Manitou even more exciting for young campers to visit! Over the past couple of years, the foundation has built a new zipline, climbing wall, low ropes course, archery station, bouldering wall, and more.

NEW CABINS, BUILDINGS AND UPGRADES

This year marked the fourth summer that Camp Manitou has been operated by the True North Youth Foundation, which has experienced steady construction throughout the winter and spring months to create new infrastructure to increase its overnight capacity and indoor activities. Twelve beautiful new cabins constructed by Northern Lights Mentorship Group are situated in the forest on the north side of the property, adding an additional 142 beds. Each cabin sleeps 10 campers and two leaders.

In addition to the expanded overnight capacity, a new washroom/shower building was constructed adjacent to the outdoor rink. This provides convenient access for campers and rental groups staying in the new cabins. The facility also includes two dressing rooms for groups using the rink in the winter months. A Zamboni garage was built, which will allow Camp Manitou to flood the rink during the 2017-18 winter season. The rink is also used for activities such as lacrosse, tennis, and ball hockey in the summer season. The camp has also made other upgrades to infrastructure, such as new heating for the pool and improved landscaping.



17
SUMMER
ACTIVITIES &
STRUCTURES

525

CHILDREN
REGISTERED

	1	2	3	4	5
6	7	8	9	10	11
12	13	14	15	16	17
18	19	20	21	22	23
24	25	26	27	28	29
30	31				

OVER THE 5 WEEKS
OF SUMMER CAMP



MINUTES
FROM WINNIPEG

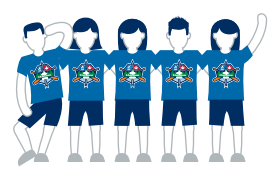
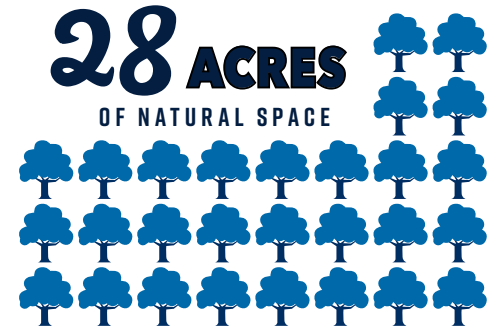


390

WJHA
STUDENTS
IN JULY

28 ACRES

OF NATURAL SPACE



3 FULL-TIME
STAFF

← **PLUS**
SUMMER STUDENT
STAFF

52

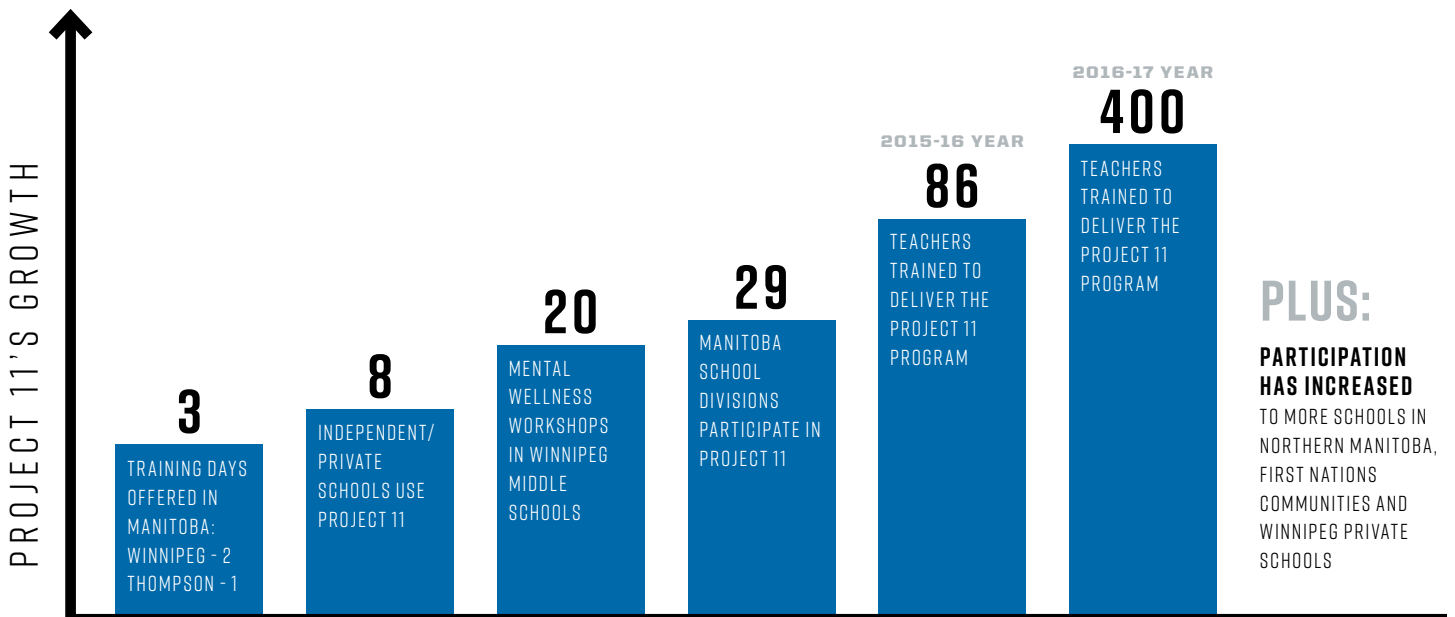
9,950

INDIVIDUALS
FROM
NON-PROFIT & RENTAL GROUPS



PROJECT 11: SPEAKING OF SUCCESS

The great work of Project 11 continues to spread! This past year, we saw an increase of 500% in Project 11 participation. The number of school divisions and teachers incorporating Project 11 into their curriculum has also increased, with 365 more teachers onboard reaching approximately 8,000 students across Manitoba. To learn more about Project 11, please visit: ProjectEleven.ca



QUICK FACTS:

GRADE 4 CURRICULUM

Coming soon! The Grade 4 curriculum is being developed.

VIRTUAL TRAINING

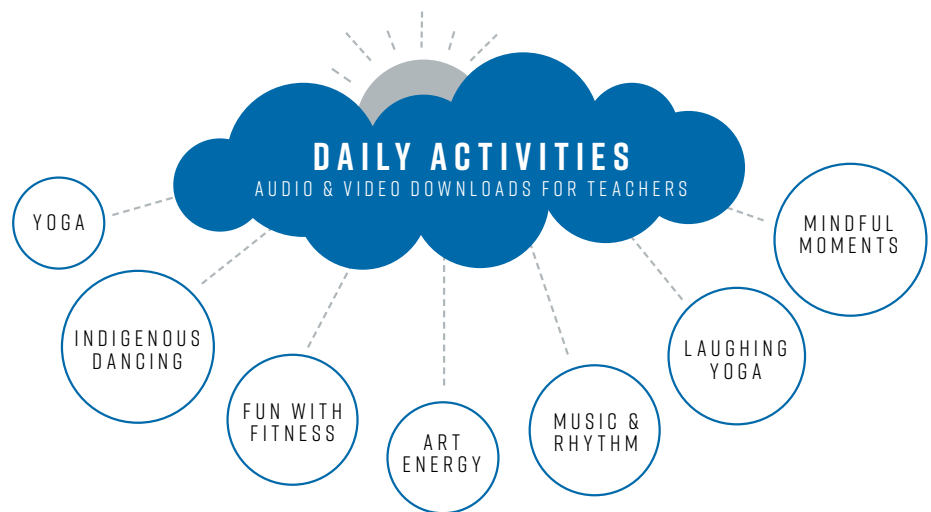
Project 11 offers virtual training opportunities to teachers.

EXPANDING OUT OF SCHOOLS

Many Project 11 presentations by program directors Suzi Friesen and Kerri Waldbauer are being used at workplace workshops, teachers' conferences, divisional gatherings and community mental health workshops.

“ I’ve had the privilege of piloting Project 11 in my classroom for the last three years. It has been a **PROFOUND EXPERIENCE** for both my students and myself. I have seen remarkable growth in my student’s ability to **PROBLEM SOLVE**, and it has increased their **RESILIENCE** while helping to build community with their peers. ”

– Allison Waskul, Project 11 Teacher



LESSON PLAN THEMES:

FIFTEEN
MENTAL WELLNESS
LESSONS PER GRADE

GRADE 5

- Friendship
- Communication
- Self-reflection

GRADE 6

- Stress
- Communication
- Self-reflection

GRADE 7

- Self-awareness
- Communication
- Relationships

GRADE 8

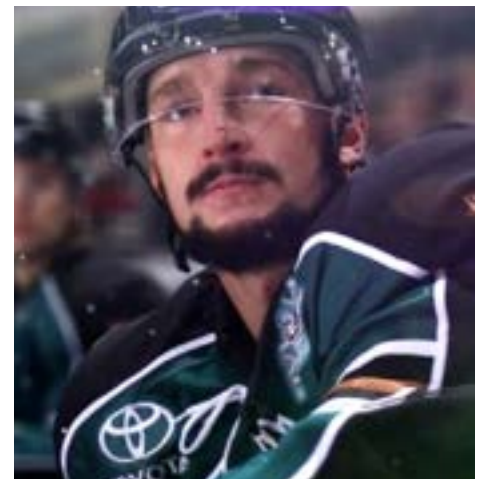
- Self-awareness
- Relationships
- Community

GOALS FOR STUDENTS:

1. Build a sense of their own team as a class
2. Increase their ability to connect with one another
3. Increase self-awareness of social, emotional and physical wellness
4. Create a stage of empathy
5. Enhance their academic performance

PARTNERSHIPS WITH SCHOOL BOARDS

Project 11 was inspired by and created in memory and honour of former Manitoba Moose player, Rick Rypien, #11. The program partners with school boards to provide an engaging cross-curricular preventative program targeting Manitoba’s English Language Arts and Physical Education/Health Education outcomes for students in grades 4 through 8. Weekly lessons and daily activities have been designed to help support students and teachers with mental wellness practices. The program’s lessons and videos provide mindful strategies for students to learn positive coping skills and build a greater sense of self-awareness. Teachers have noticed the various concepts including focusing the mind, increasing self-awareness and building positive relationships have strengthened students’ ability to connect with one another, created empathy and enhanced students’ motivation to succeed in their overall academic performance.





PROJECT 11 BREAKDOWN

Each lesson in Project 11 is divided into three parts: the Warm-Up, Game-On and Post-Game. In 2016-17, the series has featured Winnipeg Jets players, including Mark Stuart. In every Post-Game video a player shares his connection to the lesson by answering students' frequently asked questions related to the particular theme of the week, such as stress, friendship, body image and empathy.



PLAYER INVOLVEMENT

For the past two years, Winnipeg Jets and Manitoba Moose players have visited classrooms to meet with groups of students and share first-hand experiences with Project 11 topics. In 2016-17, players who made visits included Jets forward, Nikolaj Ehlers and former Jets defenceman, Mark Stuart, and Manitoba Moose goaltender, Eric Comrie. The players were excited to visit schools and interact with students on the topic of mental health. Ehlers and Stuart visited École Leila North Community School, while Comrie attended École Rivière Rouge.



#HOCKEYTALKS

Jets fans at the February 28, 2017 game received complimentary Project 11 bracelets as the Winnipeg Jets proudly hosted their fifth annual #HockeyTalks day. #HockeyTalks is a national public awareness campaign for Canadian NHL teams designed to encourage conversations about mental health. Four Jets home games in February also featured local mental health resources and information from leading experts. Fans showed support by posting pictures via social media with the hashtag #HockeyTalks and Jets players wore #HockeyTalks logos on their helmets throughout the month. The #HockeyTalks initiative has allowed for a greater platform for TNYF and Project 11 to break down barriers and reduce misconceptions about mental health.

ROBERT H. SMITH SCHOOL SUPPORTS PROJECT 11

École Robert H. Smith School selected Project 11 as this year's recipient of its annual community breakfast which featured more than 50 silent auction prizes, a student led talent show, local mascots - including Mick E. Moose, and media broadcasting from the event. The event was spearheaded by an enthusiastic team of grade 6 students, who were supported by Principal Tom Rossi and many dedicated school staff members. More than \$18,000 was raised in support of Project 11.

ZINGER: A PROUD PROJECT 11 SPOKESPERSON

In 2016-17, Craig "Zinger" Heisinger spoke at dozens of high schools and events across North America where he talked about his friendship with the late Rick Rypien, #11. Rypien was a Manitoba Moose player who battled depression before he died in 2011. In Nashville, more than 200 people with the Professional Hockey Athletic Trainers Society and Society of Professional Hockey Equipment Managers learned about Rypien's desire to help kids and offer mental health education to reduce suffering through mental health issues. Zinger's participation in the conference is part of an overall strategy to increase awareness of Project 11.

Craig Heisinger is the senior vice-president of hockey operations and assistant general manager of the Winnipeg Jets and Manitoba Moose. In July 2017, Zinger was honoured with the Thomas Ebright Award in recognition of his career contributions to the AHL, including his work with Project 11.



FUNDRAISERS

The TNYF benefits from the support of many worthwhile community fundraisers and this past year was no exception. Some of these events included:

- Arthur J. Gallagher Golf Tournament
- Travis Price Classic Golf Tournament
- Birdies for Blades Golf Tournament
- Robert H. Smith School Fundraising Breakfast
- True North Employee Giving Campaign
- Dale Hawerchuk Golf Classic
- St. John's-Ravenscourt School Classroom Fundraiser
- MTS Super-Spike

NEW 50/50 DRAW

True North Youth Foundation announced the 50/50 Random Number Generator (RNG) on October 13, 2016. The RNG allows for each individual number sold to be stored in a secured cloud server, instead of individually printing each entry into the drum, ensuring increased integrity of the draw and also reducing the draw's environmental impact. During the third period, fans are now treated to an unveiling of the winning number on the scoreboard with the push of the button. In the concourses, the 50/50 booths are anchored by 65" HD LED screens that prominently display 50/50 sales as well as videos that highlight the initiatives that the 50/50 revenue supports.



HERITAGE CLASSIC GALA

As Winnipeg Jets players and hockey legends came together for the 2016 Heritage Classic hockey games hosted at the Investors Group Field, the True North Youth Foundation hosted its 4th annual Winnipeg Jets Gala Dinner to kick off the fun. Over 2,000 attendees enjoyed the event presented by Scotiabank, which took place at the RBC Convention Centre on October 21, 2016. The dinner featured Ron MacLean as host, a beautiful four-course meal, and a special address by Mark Chipman. The dinner raised more than \$685,000 for underserved youth in Manitoba and brought attention to the amazing work that Camp Manitou, Project 11, and the Winnipeg Jets Hockey Academy are doing in our community.







KEANE CLASSIC

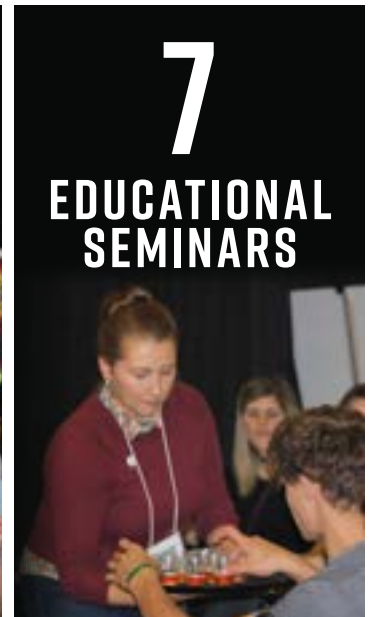
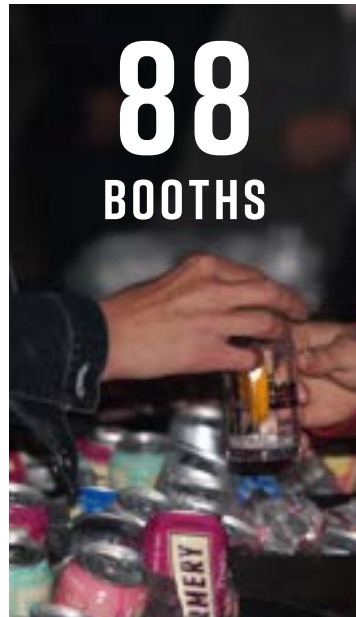
In support of Project 11 and Continuity Care, the 7th annual Mike Keane Celebrity Hockey Classic was held at Bell MTS Iceplex, February 22-23, 2017. Each team had a former NHL star on its roster and the participants were treated like pros, taking part in a draft night and having a pro hockey-style dressing room. A total of 16 teams participated in the tournament and raised more than \$450,000. From



everyday hockey enthusiasts to former NHL greats, everyone had a great time supporting a very worthwhile cause.

Companies involved included 24/7 InTouch, Richardsons, Maple Leaf Construction, PCL, Pellaers Ventilation, Mid-Canada

Reinforcing, Investors Group, MLT Aikins Law, Price Waterhouse Cooper, RCMP, Winnipeg Dodge, Frontiers North, Cardinal Capital, KPMG LLP, Pollard Banknote, Johnston Group, East End Ventilation, Jacobson & Greiner, DMS, Mid-West Engineering and True North.



FLATLANDER'S BEER FESTIVAL

More than 5,400 beer enthusiasts sampled choices of more than 250 beers and ciders from around the world at the 15th annual Flatlander's Beer Festival, presented by Manitoba Liquor Marts, in support of the True North Youth Foundation, June 9-10, 2017. Additional events leading up to the festival included several local breweries offering sample sessions and dinner pairing education.





19 SCHOOLS
PARTICIPATE IN WJHA

...

675
STUDENT ATHLETES

...

200+
VOLUNTEERS

...

10 COMPANIES
PARTNERING TO PROVIDE
"LIVING PHILANTHROPY"

...

44
GUEST SPEAKERS

PARTNERSHIP WITH SCHOOL DIVISIONS

The WJHA expanded this year to include three new classes to the core day program, eight new classes to the afterschool program, and sponsor 50 students into minor hockey. Through partnerships with school divisions in Winnipeg, the WJHA enables kids from grades 2 through 12 who have few recreational options to participate in a daytime, school-based hockey skills program over a 25-week period. The program incorporates community volunteers and university students as instructors and positive role models. This past year, 675 student athletes participated in the WJHA.

PARTNERSHIP WITH MINOR HOCKEY ASSOCIATIONS

By partnering with minor hockey associations, the WJHA has been able to keep WJHA participants under our own roster of teams as opposed to having them go through the community tryout process and play within groups they don't know. An important feature of the program is students' ability to create positive connections with which they can continue to grow. Allowing students to stay with the same groups of WJHA teammates and coaches supports their ongoing success at the rink, school, and in the community. This year the WJHA had four teams playing within the Hockey Winnipeg league.

PARTNERSHIP WITH COMPANIES

"Living Philanthropy" is how the WJHA partners with 10 different organizations to support the youth involved in the program. Price Industries, Maple Leaf Construction, Birchwood Automotive Group, Skybridge, True North Sports + Entertainment, Princess Auto, Investors Group, Winnipeg Police Service, RBC, and New Flyer all donate staff hours once a week for 25 weeks. Their staff assist in both on and off-ice supports, and most importantly, they create connections with students that demonstrate that a broader portion of the population supports their dreams and hopes. The foundation is always open to more companies coming on-board. If your company would like volunteer with the True North Youth Foundation, please connect with us at TNYF@tnse.com.

HIGH SCHOOL TUTORING

WJHA has offered tutoring to our high school student participants for the past two years. A full time in-house tutor, Nick Sasaki, caters the tutoring to individual needs by offering both one-on-one and group sessions. Students are encouraged to set up weekly meetings, and drop-in sessions are offered before tests and exams. At the end of each semester, extra exam reviews are provided with Sasaki visiting the schools at lunch hour and after school to allow students to drop in and ask for any extra support. Students using the program have seen success, including a 2016-17 student, who, through weekly sessions, improved her grade ten science average from 51% to an 88% final grade.



WJHA FIELD TRIPS INCLUDING HERITAGE CLASSIC

Several monthly field trips were arranged for the WJHA student athletes this year, with the big one being the opportunity to attend the 2016 Tim Hortons NHL Heritage Classic game last October. In partnership with the NHL/NHLPA and Province of Manitoba, the WJHA offered tickets to all WJHA players. The WJHA also secured buses, offered staff supervision, and provided nutrition for all students in attendance. This once-in-a-lifetime experience even included playing street hockey in the NHL's Spectator Plaza before both games, and meeting Willie O'Ree to learn about his perseverance as the first player to break hockey's colour barrier. Twelve minor hockey players also played in front of 30,000 fans, skating with Wayne Gretzky and Glenn Anderson on the mini-hockey rink located adjacent to the NHL rink.

LEARN TO PLAY



Partnering with two school divisions this past school year, TNYF embraced a new NHL initiative for children, ages 8 and 9, who have never been exposed to the game of hockey. Children were carefully chosen by the school divisions to attend the one-day-a-week, 10-week program at a local community arena. Former NHLers Justin Kurtz and Thomas Steen led the program along with many volunteers, helping 475 students from 13 schools gain confidence in their abilities through learning hockey skills at the Keith Bodley Arena. The NHL and NHLPA provided each child with a free set of equipment with Jets colours and logos.



GUEST SPEAKERS VISIT WJHA PROGRAMS

To support our elementary and middle school level participants, 44 guest speakers provided presentations to our WJHA students this past year. Experts, ranging from healthcare professionals to True North employees across various departments, shared how to make healthy breakfasts, the dangers of a high sugar diet, the benefits of yoga on the body and mind, and how to be more understanding of the difficulties citizens with physical disabilities face. At the high school level, experts were brought in to speak on topics of important life skills during the transition from school to healthy functioning adults in post-graduation life. Important subjects covered were how to write a proper school paper, resume building, money management, nutritional hands-on cooking, self-worth/core values, and dangers of alcohol and tobacco use. Students went on a university/college tour to gain comfort in the post-secondary atmosphere.



Issued in spring 2017, a new KPMG report commissioned by True North to measure the annual economic impact of its operations in Manitoba was released. The KPMG report measured dimensions of True North's 2015-16 economic impact, including value added (GDP) or wealth generated in the economy, jobs, and government revenue.

210

MILLION DOLLARS

TOWARDS THE MANITOBA ECONOMY

Based on its 2015-16 fiscal year (using an industry standard input/output model that measures the impact of organizational expenditures on labour, goods, and services inside Manitoba)

45

MILLION DOLLARS

CONTRIBUTED IN TAX REVENUES

To the federal, provincial, and municipal governments

135,000

OUT-OF-PROVINCE VISITORS

The guests to our province include visiting teams, fans, artists, promoters, and concert-goers

1,473

FULL-TIME EQUIVALENT JOBS IN MANITOBA

THANK YOU MANITOBA

FOR SUPPORTING
UNDERSERVED YOUTH



TRUE NORTH
YOUTH FOUNDATION
Empowering Potential

TNYF.ca