

OUR TRUE NORTH

WASAC NIGHT

OFFICIAL PUBLICATION OF TRUE NORTH SPORTS + ENTERTAINMENT

REPORT TO THE COMMUNITY

2018-19



TrueNorth
SPORTS + ENTERTAINMENT





OUR TRUE NORTH

As each hockey season comes and goes, we see just how quickly time passes in this business. With another beautiful Manitoba summer coming to an end, leading us into a new NHL and AHL season and a new event calendar, it seems like the right time to reflect back on what we achieved in 2018-19, as well as to look ahead to another exciting year of sports, entertainment and community engagement.

Since day one, we have been guided by a vision to become an integral asset to this community and to be a source of pride for those who choose to call it home. As well, we have been driven by a purpose to become a pre-eminent organization within the leagues and industries in which we operate, and to build championship teams.

As you will see in the pages that follow, the pursuit continues. This year's Report to the Community, our third edition, walks you through the entire operation of True North Sports + Entertainment before turning to our various activities in the community and the work of our True North Youth Foundation. As I paged through the draft, I was struck by two things: one, everything that we have achieved over the past 23 years has been the result of an organic process of re-investment; and two, none of it could have happened without the committed effort of True North's team of employees, and our community who has partnered with and supported our teams, venues, and community initiatives.

On behalf of my family, my partner David Thomson, and everyone at True North, thank you for that support. We are truly humbled by it and equally excited about what the future holds for this community.

Respectfully,

A handwritten signature in black ink, reading "Mark J. Chipman". The signature is fluid and cursive, with the first letters of the first and last names being capitalized and prominent.

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

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TRUE NORTH SPORTS + ENTERTAINMENT
**REPORT TO THE
COMMUNITY**
2018-19

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WAWANESA TO JOIN TRUE NORTH SQUARE



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**JETS TAKE OVER THE TOWN OF MORRIS IN
INAUGURAL EVENT**



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**NEW COVERED OUTDOOR RINK EXPANDS
PROGRAMMING AT CAMP MANITOU**



WE ARE TRUE NORTH. The foundation of True North Sports + Entertainment is a talented and dedicated team of more than 275 full-time and 1,250 part-time employees that support True North's programs and services from hockey to entertainment and the many community initiatives. By living True North's values of Team, Trust and Respect, Do the

Right Thing, and Continuous Improvement, this group continues to strive to make a meaningful impact in our community in all that they do. True North was proud to again be recognized as one of Manitoba's Top Employers, according to Canada's Top 100 Employers competition, for a 12th consecutive year.

WINNIPEG JETS 2018-19 SEASON

AT HOME

Winnipeg finished fourth in the NHL by going 25-11-4 at home in the 2018-19 season. The past two seasons are the only two seasons in franchise history in which the Jets have won 25 or more home games. Winnipeg's longest winning streak at home was seven games from Jan. 6 to Feb. 2. The Jets had one of the best power plays at home in the NHL this season, finishing second at 31.4 percent (38-for-121). Winnipeg's 38 power play goals at home this season were also second in the NHL. The Jets have a 57-19-6 record at Bell MTS Place during the past two regular seasons, which is the third-best home record in the NHL in that span. The Jets scored 151 goals at home this season, third in the NHL, and outscored their opposition 118-59 in their 25 wins.

ON THE ROAD

Winnipeg went 22-18-1 on the road in 2018-19, setting a franchise record for most road wins in a season. The Jets won five consecutive road games from Nov. 24 to Dec. 14 and eight of nine games from Nov. 24 to Dec. 31. Winnipeg has now gone two consecutive seasons without losing more than twice in a row in regulation with their last three-game losing streak on the road Dec. 10 to 20, 2016. Blake Wheeler led the Jets in scoring on the road this season with 40 points (10G, 30A) in 41 games. His 30 assists on the road tied Marc Savard's franchise record from the 2005-06 season for most road assists in a season. Patrik Laine led the Jets with 19 goals on the road.

TOP 5 ROAD SEASONS IN FRANCHISE HISTORY

SEASON	GP	W	L	OTL	GF	GA	PIM	PP%	PK%
2018-19	41	22	18	1	119	126	446	18.6	82.1
2017-18	41	20	13	8	117	115	358	20.8	82.4
2014-15	41	20	13	8	98	104	557	18	81.3
2006-07	41	20	16	5	110	124	612	13.5	77.6
2013-14	41	19	18	4	99	108	510	13.9	84.4

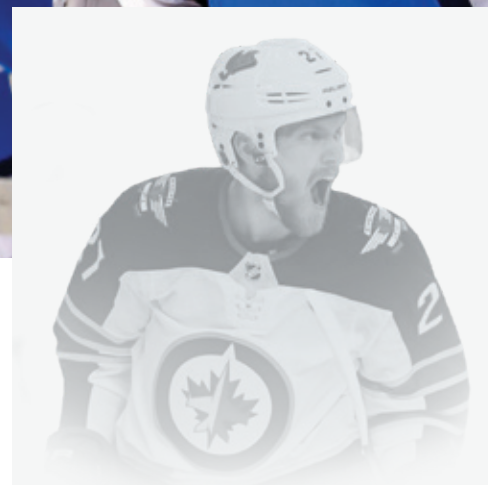


TAKING THEIR SHOTS

The Jets had one of the best records in the NHL when being outshot this season at 28-18-5. Winnipeg was one of only three teams to have 28 or more wins when being outshot. The Jets were outshot in 41 of their 82 games this season and had a negative shot differential in all three periods but were plus-21 in overtime.

30-GOAL MEN

For the first time in franchise history, the Jets had three players score 30 goals in a season. Mark Scheifele paced the Jets with 38 goals, while Kyle Connor had 34 and Patrik Laine had an even 30. Connor and Laine reached 30 goals in back-to-back seasons. Laine joins Ilya Kovalchuk (7) as the only players in franchise history with three or more 30-goal seasons.



PARTY IN THE PACIFIC

The Jets went 16-6-2 against Pacific Division opponents this season, which is the most wins against the division by a team outside the Pacific. Winnipeg won 11 of their last 16 games against the Pacific Division. Winnipeg is on a 25-7-4 run in their last 36 games versus the Pacific.



ALL 82

The Jets had seven players play in all 82 games this season – Kyle Connor, Patrik Laine, Bryan Little, Mathieu Perreault, Mark Scheifele, Jacob Trouba and Blake Wheeler. It's the second consecutive season Laine and Little have played 82 games, while Wheeler reached 82 games for the third time in the past four seasons. This was the first time in their careers that Perreault and Trouba played 82 games in a season.

RAINING HATS AND GOALS

The Jets had five players combine for eight hat tricks this season. Patrik Laine had an NHL-leading three hat tricks, while Nikolaj Ehlers had two and Jack Roslovic, Blake Wheeler, and Kyle Connor each had one hat trick. Laine and Wheeler were two of four players in the NHL to score four or more goals in a game this season.

29

DATE
NOV. 1

PLAYER
LAINE

OPPONENT
@ FLORIDA*

GOALS
3 *IN FINLAND

29

DATE
NOV. 19

PLAYER
LAINE

OPPONENT
@ VANCOUVER

GOALS
3

29

DATE
NOV. 24

PLAYER
LAINE

OPPONENT
@ ST. LOUIS

GOALS
5

27

DATE
NOV. 29

PLAYER
EHLERS

OPPONENT
vs. CHICAGO

GOALS
3

27

DATE
DEC. 20

PLAYER
EHLERS

OPPONENT
@ SAN JOSE

GOALS
3

28

DATE
FEB. 2

PLAYER
ROSLOVIC

OPPONENT
vs. ANAHEIM

GOALS
3

26

DATE
MAR. 3

PLAYER
WHEELER

OPPONENT
@ COLUMBUS

GOALS
4

81

DATE
MAR. 23

PLAYER
CONNOR

OPPONENT
vs. NASHVILLE

GOALS
3



1,500

Jets head coach Paul Maurice became the sixth head coach in NHL history to coach 1,500 games when the Jets played the San Jose Sharks on Feb. 5. He finished the season with 1,529 games coached for his NHL career, which is 69 games behind Ken Hitchcock for fifth in NHL history and third among active head coaches. Maurice has a 695-619-215 record as an NHL head coach, which puts him seventh in wins.



FINLAND EXPOSURE

For the first time in franchise history the Winnipeg Jets played outside of North America, taking their game to Helsinki, Finland for the NHL Global Series. They faced the Florida Panthers at the Hartwall Arena for a pair of games on Nov. 1 and 2. The Jets won the first game 4-2 on the strength of Patrik Laine's hat trick but lost the second game 4-2 to even the series.

FRANCHISE-FIRST CONSECUTIVE PLAYOFF RUNS

The Winnipeg Jets reached the Stanley Cup Playoffs in 2019 for the second consecutive season, marking the first time in franchise history that the Jets have qualified for the playoffs in consecutive seasons. The Jets bowed out to the eventual Stanley Cup Champion St. Louis Blues in the first round of the playoffs. Defenceman Dustin Byfuglien led the Jets in scoring in the playoffs with eight points (2G, 6A) in six games, while Kyle Connor and Patrik Laine each had a team-leading three goals.



#WPGWHITEOUT STREET PARTIES GROW COMMUNITY IMPACT



The 2019 #WPGWhiteout Street Parties presented by Tim Hortons saw fans gather downtown once again to cheer on the Winnipeg Jets in the Stanley Cup Playoffs. Hosted by Economic Development Winnipeg in partnership with True North Sports + Entertainment, the City of Winnipeg, and the Province of Manitoba, three events brought 29,300 fans downtown between April 10 to 18. Thanks to a partnership with United Way Winnipeg, this year's #WPGWhiteout Street Parties were bigger than hockey, also serving to drive awareness and funds to deserving

organizations across the city. Proceeds of the \$5 Street Party tickets raised \$162,555, which was equally distributed among nine social service agencies addressing three key areas of need in our community: addiction, homelessness, and mental health, with a particular focus on Winnipeg's downtown. Funds have already made an impact in the lives of Winnipeggers in need by strengthening existing programming and propelling new initiatives.

**GRAND TOTAL
RAISED**

ALL PROCEEDS TO



\$162,555



STREET PARTY FUNDS RAISED WERE DISTRIBUTED AMONG NINE SOCIAL SERVICE AGENCIES:

BRUCE OAKE RECOVERY FOUNDATION

Funds have provided a “head start” to the capital campaign for construction of a new facility that will provide long-term residential care and treatment for adult males struggling with drugs and alcohol.

EAGLE URBAN TRANSITION CENTRE

Funds will allow consistent programming to support First Nations individuals and families transitioning from rural communities to an urban environment, including holding community and cultural events and supporting homeless clients.

END HOMELESSNESS WINNIPEG

Funds will support The Community Loan Program, a demonstration project designed to help prevent homelessness by supporting at, or near, low income cut-off tenants who are experiencing short-term difficulty in paying rent due to an unforeseen financial crisis that is putting them at risk of eviction.

HOLY NAMES HOUSE OF PEACE

Funds created a green space within the Holy Names House of Peace property that allows newcomer women in transition to visit and share stories.

MAIN STREET PROJECT

Funds added 13 withdrawal management beds and supported 227 individuals in accessing addiction stabilization and treatment.

MOOD DISORDERS ASSOCIATION OF MANITOBA

Funds helped to launch Leading Change: A Peer Support Approach to Methamphetamine Recovery, a free program designed to help adults struggling with meth addiction enhance their quality of life by gaining an understanding of mental health and addiction and by improving their coping skills.

NORTH POINT DOUGLAS WOMEN'S CENTRE

Funds will increase access to counselling for individuals, couples, children, and families facing the effects of trauma from addictions, domestic abuse, homelessness and mental health issues.

SILAM MISSION

Funds went toward providing emergency shelter, meals, clothing, supportive housing and the many programs and services that help vulnerable Manitobans progress and ultimately reach their full potential.

SPENCE NEIGHBOURHOOD COMMUNITY RENEWAL CORPORATION

Funds went toward establishing an overnight space for youth ages 13 to 26, allowing them to access food and resources and ensure that basic needs are met in a supportive, kind and welcoming environment.

In addition to the funds raised, 1,500 free tickets were distributed to Winnipeggers through 43 United Way Winnipeg agencies, providing opportunities for Jets fans who might not otherwise have been able to participate, to celebrate with their friends and neighbours.

EXTRA TIME

The Jets went 9-5 in games decided in overtime or a shootout this season – 7-4 in overtime and 2-1 in shootouts. Winnipeg's .548 winning percentage in extra time games was third in the NHL. The Jets won seven consecutive overtime or shootout games from Dec. 1, 2018 to Jan. 29, 2019. Both of Winnipeg's shootout wins came on the road.

APRIL WINS

While it wasn't flawless as past seasons, the Jets went 2-1-1 in April and are 20-1-3 in their past 24 regular season games in April, dating back to April 10, 2014. The Jets had won 13 consecutive games in April prior to their loss to Minnesota on April 2.



SEEING STARS

Patrik Laine claimed Winnipeg's lone Star of The Month this season when the NHL selected him as the First Star in November. The Jets had five players claim eight Star of The Week honours.

55

PLAYER
SCHEIFELE
WEEK ENDING
OCT. 28
STAR
SECOND

26

PLAYER
WHEELER
WEEK ENDING
NOV. 12
STAR
SECOND

29

PLAYER
LAINE
WEEK ENDING
NOV. 26
STAR
FIRST

55

PLAYER
SCHEIFELE
WEEK ENDING
DEC. 3
STAR
FIRST

55

PLAYER
SCHEIFELE
WEEK ENDING
DEC. 17
STAR
SECOND

28

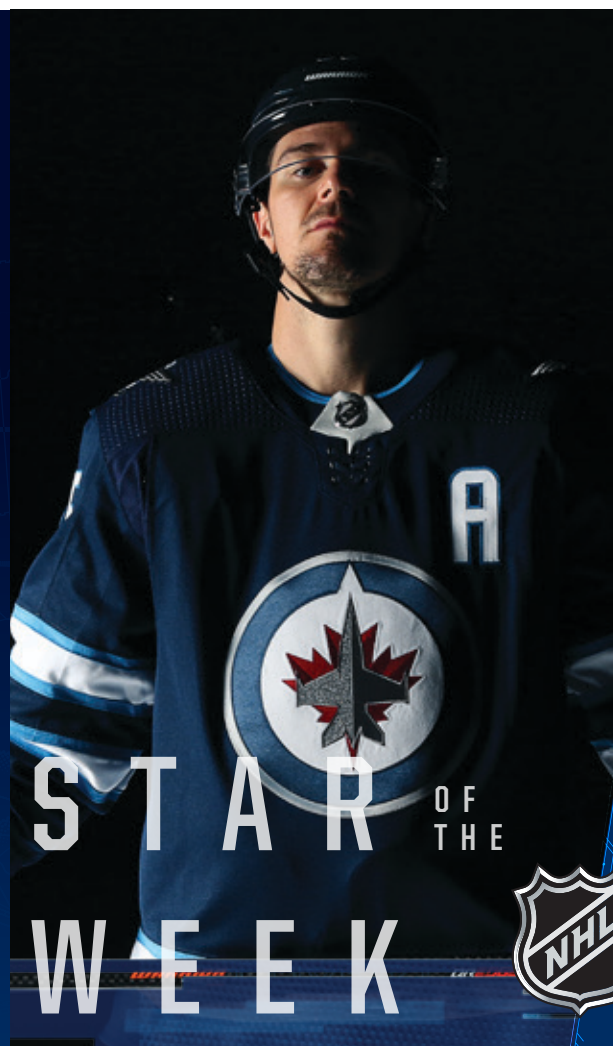
PLAYER
ROSLOVIC
WEEK ENDING
FEB. 4
STAR
FIRST

26

PLAYER
WHEELER
WEEK ENDING
MAR. 4
STAR
SECOND

81

PLAYER
CONNOR
WEEK ENDING
MAR. 25
STAR
FIRST





MANITOBA MOOSE 2018-19 SEASON

MVP

Goaltender Eric Comrie was named the team's Floform Countertops Most Valuable Player in a season that saw the fourth-year pro set new career highs in wins and save percentage. The Edmonton, Alta. native appeared in 47 games while posting a 25-16-4 record, supported by a 2.69 goals-against average, 0.917 save percentage and two shutouts. Comrie ranked second in the AHL in saves, fourth in minutes played, seventh in save percentage and eighth in wins. A second-round pick of the Jets in 2013, Comrie moved into the franchise lead for games played (183) and into second in wins (77) this past season. He also became the first goaltender to play over 10,000 career minutes and make over 5,000 career saves for the franchise. Comrie was named the CCM/AHL Player of the Week for the period ending Jan. 20, 2019, while picking up four wins and allowing just seven goals on 138 shots.

INTO THE RECORD BOOK

The Moose picked up their 25th home win of the season on April 6, 2019 against the Stockton Heat at Bell MTS Place. That victory tied the 2018-19 edition of the club with the 2006-07 and 2008-09 groups for the most wins on home ice in franchise history. A total of 19 of those victories came in the club's final 24 home games as the Moose racked up a 19-3-1-1 record at Bell MTS Place from Dec. 31, 2018 onward. Manitoba's 25 wins at home led the Western Conference and tied for fourth overall in the AHL.

PUSH FOR PLAYOFFS

The Moose were in the playoff hunt until the final minute of game 75 of 76. A loss in Chicago, coupled with Iowa and Milwaukee victories eliminated Manitoba from contention. It was a memorable second half for the Moose who finished within two points of a playoff berth. When the team returned to play following their holiday break on Dec. 30, 2018, the Moose ranked last in the 31-team AHL and were 14 points out of the playoff picture. Manitoba went on to rack up a 28-14-3-2 record (0.649 points percentage) to close out the season and won 14 of its final 21 games.



HOMEGROWN

The 2018-19 season marked the first for Peter Stoykewych serving as the team's captain. The Winnipegger is the second local product, after Mike Keane (2005-2010), to wear the 'C' for Manitoba's AHL franchise. Stoykewych finished his fourth season of pro hockey with 16 points (5G, 11A) in 60 games. He was named the team's EPRA – Julian Klymkiw Community Service Award winner, and was the Moose nominee for the league's Yanick Dupre Memorial Award for community service. Stoykewych has appeared in 255 career games with the organization, tallying 71 points (19G, 52A) and a plus-20 rating.



NHL CONNECTIONS

Six players suited up for both the Moose and Jets this season. Forward Mason Appleton led the way, appearing in 36 NHL games while picking up 10 points (3G, 7A). He was followed by defenceman Sami Niku who posted four points (1G, 3A) in 30 outings with the Jets. Veteran defender Cameron Schilling notched his first career NHL assist during a four-game stint with the Jets. Forward Kristian Vesalainen picked up an assist in his NHL debut and skated in five games with the Jets before joining the Moose. Defenceman Nelson Nogier and goaltender Eric Comrie round out the group, each playing one game with the big club this season.

PLAYED 10 OR MORE GAMES WITH THE JETS IN 2018-19, AND PLAYED FOR THE MOOSE IN THE PAST FOUR SEASONS:

- 81 F** KYLE CONNOR
- 44 D** JOSH MORRISSEY
- 13 F** BRANDON TANEV
- 9 F** ANDREW COPP
- 28 F** JACK ROSLOVIC
- 17 F** ADAM LOWRY
- 48 F** BRENDAN LEMIEUX
- 82 F** MASON APPLETON
- 83 D** SAMI NIKU
- 19 F** NIC PETAN
- 37 G** CONNOR HELLEBUYCK





ALUMNI

150+ ALUMNI
NETWORK

70+ ACTIVE
ALUMNI

60+ COMMUNITY
EVENTS ATTENDED

20+ ORGANIZATIONS
SUPPORTED

6 HALL OF FAME
MEMBERS

3 SCHOLARSHIPS
AWARDED

Top photo: Mark Stuart, Randy Gilhen, and Thomas Steen were among the alumni participants at the Jets annual fan celebration, Fan Fest, along with Ray Neufeld, Jordy Douglas, Joe Daley, Mike Ford, Bill Lesuk, and Perry Miller.

LOCAL HOCKEY DEVELOPMENT AND ENGAGEMENT

The Winnipeg Jets Alumni & Friends continue to play a role in growing the game of hockey in our province. Justin Kurtz and Derek Meech manage the NHL/National Hockey League Players' Association Learn to Play program in Winnipeg and engage several other alumni in the program throughout the year (learn more about Learn to Play on page 39).

A group of alumni and friends helped to open the new hockey rink in Lundar, Man. with a friendly community match this past March. Derek Meech, Trevor Kidd, Gerard McDonald, Andrew Murray, Thomas Steen, Jimmy Mac, Wayne Baby, Carey Wilson, Ryan Bonni, Bob Fitchner, and Jordy Douglas were among the former NHLers and friends who faced off against the Lundar Falcons senior alumni hockey team.

The Winnipeg Jets Alumni & Friends are proud to support many organizations throughout the year through their participation in golf tournaments, community events, fundraising dinners, and much more. Among the organizations supported over the 2018-19 season are:

- True North Youth Foundation
- Children's Hospital Foundation
- Children's Wish Foundation
- Ab McDonald Foundation
- Tim Hortons Foundation
- Special Olympics Manitoba
- DASCH
- Ronald McDonald House
- CancerCare Manitoba
- Hockey Helps The Homeless
- Hockey Ministries International
- KidSport
- Manitoba Sports Hall of Fame



JETS TOWN TAKEOVER

Mark Stuart and Derek Meech helped to launch a new True North community initiative in March when they strapped on skates to help lead the Morris School Hockey Academy and Mavericks high school team hockey practices as part of the inaugural Jets Town Takeover, held in Morris, Man. Stuart and Meech also added excitement to the evening's viewing party at the Morris Multiplex, signing autographs and cheering alongside the community as the Jets took on the Tampa Bay Lightning in Florida. Learn more about the Jets Town Takeover on page 28.

SCHOLARSHIPS

The Winnipeg Jets Alumni & Friends continued the tradition of recognizing the on-ice skills and community leadership of deserving graduates through their two annual Manitoba High School Athletics Association hockey scholarships, also increasing their value by \$1,500 each. This year's recipients, Ethan Yewdall of Sturgeon Heights Collegiate and Camryn Gillis of Miles Macdonell Collegiate, each received \$2,500 toward post-secondary education.

The association also added a third scholarship this year in partnership with the Winnipeg Jets Hockey Academy (WJHA). Meant to support post-secondary education, the scholarship will be awarded annually to a WJHA graduate who has spent a minimum of five years in the program, who maintains a high attendance rate in the WJHA after-school program, and who displays character, dedication, hard work, and a continuous willingness to improve. The inaugural award in the amount of \$1,500 was presented to Janna from River East Collegiate.



JETS COMMUNITY CONNECTIONS

Winnipeg native and Jets alumnus Joe Daley received some well-deserved hometown recognition this season. After being inducted into the Manitoba Sports Hall of Fame in November, the former goaltender was recognized by the Jets in January with a mural at the Bronx Park Community Centre where Daley grew up playing the game. The mural celebrates Daley's contribution to the Jets and also serves as inspiration to the club's young players, showing that an elite hockey player started in the same place they did. Daley's mural marks the first of several that will be unveiled in the coming years at various Winnipeg landmarks and community centres in honour of alumni and significant Jets team events.



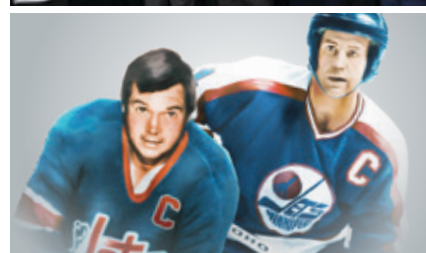
1979 AVCO CUP REUNION

May 2019 marked the 40th anniversary of the Winnipeg Jets 1979 Avco Cup victory over the Edmonton Oilers. The championship turned out to be the last one in the WHA before the league folded and the Jets joined the NHL. Many of that team's alumni returned to town to celebrate the championship with some also taking in a tour of Bell MTS Place and the facilities of the current Jets.



ALUMNI NIGHT/HALL OF FAME LUNCHEON

The Jets welcomed two more members to their Hall of Fame during the 2018-19 season. Legends and former captains Ab McDonald and Lars-Erik Sjöberg were posthumously honoured by having their numbers raised to the rafters of Bell MTS Place on Feb. 26 in front of family, friends, and a host of other Jets alumni and former captains, including Morris Lukowich, Dave Christian, Lucien DeBlois, Thomas Steen, Dean Kennedy, Keith Tkachuk, and Kris King, as well as Jets Hall of Fame members Dale Hawerchuk, Ulf Nilsson, and Anders Hedberg. The tribute continued the following afternoon at the Hall of Fame Luncheon where nearly 500 members of the community further celebrated McDonald's and Sjöberg's lives and careers, along with the contributions of all the captains in attendance.



ALUMNI IN FINLAND

Finnish hockey legends and Jets alumni Teemu Selanne and Teppo Numminen had the honour of taking part in the season's NHL Global Series that took the Jets to Helsinki, Finland to take on the Florida Panthers. The pair participated in the ceremonial puck drops, while Numminen also played the role of series ambassador. Alumnus Paul MacLean also made the trip across the pond as part of the NHL Coaches Association to give an instructional coaching clinic. With many former Jets hailing from Finland and surrounding European countries, and many more making the trip to Finland, they were able to reunite and reminisce at a Jets-hosted alumni reception during the series.



Bell MTS Iceplex

BELL MTS ICEPLEX IS THE HOME OF COMMUNITY HOCKEY IN MANITOBA. While providing Jets Hockey Development (JHD) and Winnipeg Jets Hockey Academy (WJHA) programming, the Iceplex is also host to 11 home teams and the Iceplex Adult Hockey League (IAHL) and is the official practice and training facility of the Winnipeg Jets and Manitoba Moose. Many more professional athletes do their off-season training at the Iceplex, including several medal-winning Olympic athletes and professional hockey players.

4 NHL-SIZED RINKS

9,928 ICE BOOKINGS

11,510 HOURS OF ICE TIME

118 IAHL TEAMS REGISTERED

11 HOME TEAMS

32 TOURNAMENTS HOSTED (INTERNAL AND THIRD PARTY)



ICEPLEX ADULT HOCKEY LEAGUE (IAHL)

The adult recreational hockey league at the Iceplex, formerly known as the Winnipeg Jets Hockey League, was rebranded as the Iceplex Adult Hockey League. The IAHL runs both winter and spring leagues with 118 teams participating between the two seasons in 2018-19.



LEAGUES AND TEAMS

Many teams and leagues from across Winnipeg come to the Bell MTS Iceplex for games. During the 2018-19 season, 11 teams called the Iceplex home with four of them being full tenants of the building with permanent dressing rooms. With so many teams playing their home games at the venue, 12 different leagues spent time at the Iceplex, including the MMJHL, WSHL, CSSHL, JWHL, MFMHL, and MWJHL.

TOURNAMENTS

With four full-sized rinks, the Bell MTS Iceplex is a popular place to host a hockey tournament in Manitoba. The Iceplex hosted four of its own tournaments in 2018-19 – Winnipeg Jets AAA Classic (Nov. 22-25, 2018), Winnipeg Jets Challenge Cup (Dec. 22, 2018-Jan. 3, 2019), Winnipeg Jets AA Showdown (Jan. 2-5, 2019), and All Girls Spring Classic (April 5-7, 2019) – drawing 152 teams to the Iceplex, along with 51 scouts to the AAA Classic. Dozens more teams made their way to one of the 28 third party tournaments hosted at the Iceplex over the past season, from the Hockey Manitoba Cup, to the MHSAA Provincials, and more. The Iceplex also hosted three All-Star competitions for Winnipeg's boys and girls high school hockey leagues, and for Winnipeg's AAA league.



ICE LAB

The Ice Lab presents goaltenders with a 45' by 37' sheet of ice specially designed to provide space for them to work on their movement and mechanics. Offering a combination of individual, team, and satellite sessions, the Ice Lab totalled 2,237 training sessions in 2018-19.



The Press Box

RESTAURANT
— & —
SPORTS BAR

The Press Box Restaurant and Sports Bar is the Iceplex's pre and post-game headquarters and serves as a great place to stay warm and watch a game on two of the four rinks. While the restaurant is popular, its catering services are also in high demand with 150 events from banquets to meetings and fundraisers being catered this past season. The Press Box staff also stay busy feeding the Winnipeg Jets Hockey Academy program, Camp Manitou, and the Jets and Moose whenever they have practices at the Iceplex throughout the season. In total, The Press Box served 8,521 meals to Jets and Moose players last year.

TOP 5 BEST SELLING MENU ITEMS:

- 1 CHICKEN FINGERS WITH FRIES - 3,899 ORDERED
- 2 CHICKEN WINGS - 3,374 ORDERED
- 3 BACON CHEDDAR BURGER - 2,925 ORDERED
- 4 POUTINE - 2,085 ORDERED
- 5 CHICKEN CLUB SANDWICH - 2,001 ORDERED



JETS HOCKEY DEVELOPMENT

Hockey season never ends for the Jets Hockey Development (JHD) team, with year-round programming run by the professional coaching staff. Basing its programs on Hockey Canada's Core Skills, JHD focuses on developing players of all levels both on and off the ice and seeks to balance individual and team practice for all fundamental skills from body checking, to stickhandling and passing, and team tactics. Throughout 2018-19, JHD trained with 48 teams, and spent 1,102 hours training with individuals and small groups.



FOCUS FITNESS

Focus Fitness aims to have athletes reach their full potential through its many training programs. Offering team training, in-season and spring hockey training, and adult strength and conditioning classes, the 8,500 square feet of space and 10,000 pounds of weights are well-used in the course of a year. Focus Fitness staff are highly trained and determined to see hockey players and athletes from all sports and of all levels improve using a variety of high-performance equipment such as Olympic lifting platforms, plyometric boxes, slide boards, and more. Clientele includes two Olympic athletes that have amassed a total of two gold medals and one bronze medal, and 15 professional hockey players who train at Focus Fitness during the off-season.

AVIATOR JERSEY



WINNIPEG JETS



THE 2018-19 SEASON SAW THE UNVEILING OF THE WINNIPEG JETS AVIATOR JERSEY, complete with a redesigned wordmark logo. Drawing inspiration from past Jets uniforms, the Aviator jersey presented a classic look and feel while also incorporating modern design. The new wordmark replaced the original Jets script that had been used since the team's 2011 return to Winnipeg and continues a long line of wordmarks that have used jet shapes and conveyed motion since the Jets 1.0 era. The jersey's finishing touch is the "We Are True North." tagline in the collar, recognizing Winnipeg's passionate fan base and the "True North" shoutout at each game. Complementing the new Aviator jersey, a new line of apparel sporting the wordmark was also introduced.



WINNIPEGJETS.COM **AVIATOR**

GAME-WORN AND USED APPAREL & EQUIPMENT

Game-worn and used apparel and equipment continues to be a popular sell for collectors and amateur players alike. The wide variety of professional equipment worn and used by the pros includes jerseys, gloves, sticks, pucks, and goalie gear and is available in-game with select items also available online at TrueNorthShop.com.

TOP 5 CATEGORIES OF GAME-USED/WORN MERCHANDISE:



+



With adidas becoming the official provider of NHL jerseys in 2017-18, the Jets re-launched the Heritage jerseys in the 2018-19 season. The jersey was worn twice during the season, first on New Year's Eve in Edmonton, and then in Winnipeg on Alumni Night in February against the Minnesota Wild.

1 JERSEYS



2 STICKS

3 SOCKS

4 GLOVES

5 PANTS

TrueNorth
SHOP.COM



JETS GEAR PRO SHOP AT BELL MTS ICEPLEX

Tape and laces continue to be the most popular equipment sold at the Jets Gear full-service Pro Shop at Bell MTS Iceplex. Over the past season, pro shop staff observed a trend in the use of “trigger holders” which allow skaters to switch out blades instantly when they are in need of sharpening. This means that when skaters come in for sharpening they are bringing multiple sets of blades per one pair of skates and this has also translated to an increase in the sale of steel blades.

21,686 SKATES SHARPENED

65,058 MINUTES SHARPENING SKATES

COMING SOON FOR 2019-20
**LIMITED EDITION
HERITAGE CLASSIC
APPAREL**



TOP 5 JERSEYS:



SHOP WHERE THE PLAYERS SHOP.

BELL MTS PLACE

(Corner of Hargrave & Portage Ave)
Hours: Mon-Sat: 10AM - 5PM
Phone: 204-926-5616

ST. VITAL CENTRE

(In the London Drugs wing)
Hours: Mon-Sat: 9AM - 9PM
Sun: 9AM - 6PM
Phone: 204-254-8776

CF POLO PARK

(1485 Portage Ave)
Hours: Mon-Fri: 10AM - 9:30PM
Sat: 9:30AM - 9:30PM
Sun: 9:30AM - 6PM
Phone: 204-783-5387

BELL MTS ICEPLEX

(3969 Portage Ave)
Hours: 10AM - 5PM
Seven Days a Week
Phone: 204-926-5879

KILDONAN PLACE

(1555 Regent Ave W)
Hours: Mon-Fri: 10AM - 9PM
Sat: 9:30AM - 9PM
Sun: 11AM - 6PM
Phone: 204-663-5387



Bell MTS Place

1,131,163

TOTAL PATRONS AT
BELL MTS PLACE

47

WINNIPEG JETS GAMES

38

MANITOBA MOOSE GAMES

58

CONCERTS & SHOWS

4 VIEWING PARTIES

(3 JETS, 1 RAPTORS JURASSIC PARK 204)

4 COMMUNITY USE EVENTS

1. PROJECT 11 MENTAL WELLNESS SUMMIT
2. WE DAY
3. WINNIPEG HARVEST EMPTY BOWLS SOUP-ER LUNCH
4. WINNIPEG HARVEST SOUP-ER BOWL CELEBRITY CHEF COOKOFF

METALLICA BREAKS RECORDS

Bell MTS Place welcomed 17,129 Metallica fans at the Sept. 13, 2018 sold-out concert, setting a new attendance record for an event at the venue. The band broke their own record, and Bell MTS Place's previous highest attendance number, which was set in 2009, with 16,130 people in attendance.

THREE SOLD-OUT SHOWS:

METALLICA
SEPTEMBER 13, 2018



PAUL McCARTNEY
SEPTEMBER 28, 2018



BARACK OBAMA
MARCH 4, 2019



BELL MTS PLACE SKYWALK

The Bell MTS Place Skywalk that connects Portage Place and Cityplace along Hargrave Street, including the Cityplace bridge, received a complete overhaul over the summer of 2019, presenting a bright new space that aligns with the fit and finish inside the arena. Highlights of the renovation include an LED lighting upgrade, new colour scheme, and Reazzo flooring. The renovations are part of True North's multi-year venue improvement plan and represent the ongoing commitment to reinvestment in venues and facilities.

SECURITY DOG PROGRAM



A rescued Black Labrador cross from the Manitoba Mutts Dog Rescue program is the newest recruit to True North's security dog program. Rocky found his forever home at Bell MTS Place and his natural born instincts, some of the strongest trainer and handler Dave Bessason has ever seen, have made him a great addition to the team. While he is still in training, Rocky is on track to officially take duty at Bell MTS Place in the upcoming season.

LED LIGHTING REPLACEMENT

A full LED lighting replacement has brought new energy efficient lighting to the Bell MTS Place bowl. New 400-watt Eaton Ephesus LED light fixtures are the latest technology in sport lighting with improved light quality, tone, versatility, and utility conservation. The LEDs have up to a 10-plus-year life, compared to the yearly replacement required for the old 1,000-watt metal halide fixtures, and produce minimal radiant heat, which will allow better temperature control to maintain ice quality and building temperatures. While the old lights were used primarily for sporting events, the ability to dim and change colours and lighting styles will enhance all events hosted at Bell MTS Place. Fans at home will also benefit from the new lights as they create much crisper colours and more definition for HD broadcasts.



BELL MTS PLACE ENVIRONMENTAL EFFORTS

Waste diverted from Bell MTS Place since the arena opened in 2004:



239,008
KILOGRAMS OF
COMPOSTING



168,186
KILOGRAMS OF
PLASTIC



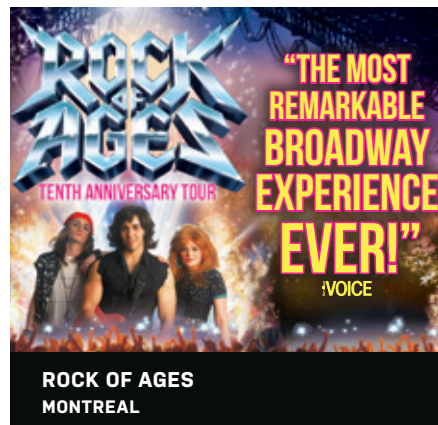
267,565
KILOGRAMS OF
CARDBOARD



76,000
KILOGRAMS OF
GREASE

BUSIEST DAY OF THE YEAR

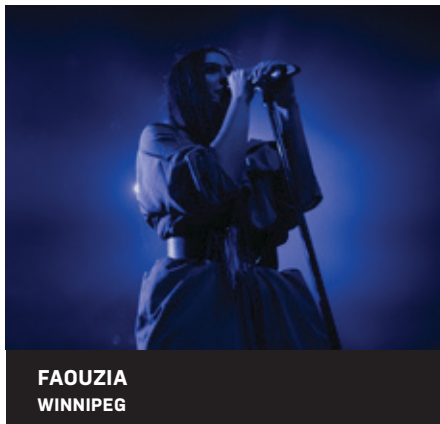
March 22 was a record production day for True North events with five shows playing throughout various venues in the city and across the country: *Rock of Ages* at Place Des Arts in Montreal (TN Touring), *Kinky Boots* at CN Place in Prince George (TN Touring), up-and-coming local artist Faouzia at the West End Cultural Centre (TN Touring), *Piaf! The Show* at the Burton Cummings Theatre and Marianas Trench at Bell MTS Place.



ROCK OF AGES
MONTREAL



KINKY BOOTS
PRINCE GEORGE



FAOUZIA
WINNIPEG



PIAF! THE SHOW
WINNIPEG



MARIANAS TRENCH
WINNIPEG



65,150

TOTAL PATRONS AT THE
BURTON CUMMINGS THEATRE

75

TOTAL
SHOWS

70 SHOWS + 5 COMMUNITY USE EVENTS:

- **ROBB NASH – 2 SHOWS**
- **ROCKIN' FOR CHOICES**
- **DOORS OPEN**
- **I LOVE TO READ**

FOUR SOLD-OUT SHOWS:

NEIL YOUNG
FEBRUARY 3, 2018

BROTHERS OSBORNE
OCTOBER 25, 2018



THE GLORIOUS SONS (2 NIGHTS)
NOVEMBER 16 & 17, 2018



ACCESSIBILITY RENOS

Since acquiring the Burton Cummings Theatre in 2014, True North has been committed to reinvesting and restoring the historic venue. Through the federal government's Enabling Accessibility Fund, a number of projects were completed over the 2018-19 fiscal year that have enhanced inclusion and accessibility for both patrons and production members. Five automatic door openers were installed throughout the theatre and a brand-new accessible washroom was built in the second balcony. Backstage, doorways and hallways were widened and a complete overhaul of the main floor backstage washroom made it fully accessible.

THE BURT BACKYARD

True North launched a new activation in summer 2019 that brought people together to enjoy the historic downtown neighbourhood at the Burton Cummings Theatre. The Burt Backyard (named after Cummings' *Your Backyard*) animated Smith Street as well as the adjacent Odeon Park in front of the theatre, welcoming ticket holders and the general public to enjoy beverages, snacks and entertainment on the theatre's event days. The initiative was funded in part by a grant from the Downtown Winnipeg BIZ and supported by the City of Winnipeg and the Exchange District and West End BIZ groups. The Burt Backyard activated a total of nine times in June, July, and August and leaves behind decorative lighting and landscaping improvements in Odeon Park.



MANYFEST

In 2018, True North Sports + Entertainment partnered with the Downtown Winnipeg BIZ to plan, produce, and execute the 2018 Manitoba Liquor & Lotteries ManyFest. Highlights of the three-day September festival included a diverse selection of live music presented in partnership with the Winnipeg Folk Festival, Food Truck Wars, the Lakeside Lounge hosted by Lake of the Woods Brewing Company, the Third + Bird Market, the MiniFest Family Zone and, for the first time, a Wonder Shows midway.

3 DAYS:
SEPTEMBER 7-9, 2018

40+ FOOD TRUCKS | **1 MOVIE IN THE PARK**

40,000+ IN ATTENDANCE

17 STAGE PERFORMANCES + BUSKING

55 THIRD + BIRD ARTISANS & ENTREPRENEURS



TN TOURING

In its second year of filling an entertainment need in a niche market of small and mid-sized cities, TN Touring continued its venture with a cross-Canada tour of *Rock of Ages* and *Kinky Boots*. This marked the first time TN Touring has had two productions touring simultaneously, with *Rock of Ages* starting in the east and *Kinky Boots* in the west. The 2018-19 season also saw TN Touring expand outside of the musical theatre genre bringing Winnipeg's own pop sensation, Faouzia, to the West End Cultural Centre for two sold-out shows.

TN Touring

FANNEX

Following True North's partnership in the locally developed in-game mobile entertainment system Fannex, the application continues to grow its product and its reach to professional, minor and college/university sports teams. With 16 new minor and pro teams, including the Vancouver Canucks, Arizona Coyotes, Minnesota Wild, and San Jose Sharks, 33 teams now license Fannex to better engage and entertain their fans as well as increase and enhance partnership opportunities. Over the past year Fannex broke into three new leagues, including NCAA Division 1 Football, National Lacrosse League (NLL), and Minor League Baseball (MiLB), providing a foundation for future growth among other teams in those leagues and sports. Locally, the Winnipeg Jets, Manitoba Moose, Winnipeg Goldeyes and Brandon Wheat Kings have continued to build on the fan engagement experience with Fannex during their 2018-19 seasons. Fannex has been run in nearly 2,000 live events since it launched and the platform reaches over one million fans per month at in-venue events.

An updated version of Fannex has been in development throughout the last year that is set for beta testing and release in fiscal 2020. The Fannex 2.0 Next Gen Engagement Platform will provide unprecedented creative control to clients and their marketing and creative teams, create new inventory for sponsorship partners, and provide improved analytics.





TRUE NORTH SQUARE



TRUE NORTH SQUARE PLAZA GRAND OPENING

On Sept. 27, 2018, True North Square's plaza was officially opened to the public with a day of food trucks and live entertainment. The opening was formally recognized at a gathering that began with an Indigenous honour song and featured True North Real Estate Development (TNRED) President Jim Ludlow; President & CEO of James Richardson & Sons, Limited Hartley Richardson; His Worship, Mayor Brian Bowman; and the Honourable Brian Pallister, Premier of Manitoba bringing comments to mark the occasion.

After years of planning and construction, the plaza is now an iconic gathering space with sculptural benches, prairie landscaping, a grand staircase featuring wood-clad steps, and a dancing 56-jet water feature.

Photo above (left): Red Robe Women's Singers

Photo above (right): Jim Ludlow; the Honourable Brian Pallister, Premier of Manitoba; Hartley Richardson; His Worship, Mayor Brian Bowman

"The opening of True North Square is a celebration of the growth of our downtown, the mounting prosperity for our city, and the continued progress and excitement that is still to come for this innovative space."

– Jim Ludlow, President, TNRED

TRUE NORTH SQUARE OFFICIALLY OPENS TO THE PUBLIC

True North Square realized a major milestone in July 2018 as first office tenants Thompson Dorfman Sweatman moved into 242 Hargrave, officially opening the doors of the first tower to tenants and the public.

Known as Canada's "hockey bank", Scotiabank opened their new Scotiabank Solutions retail branch in the lobby of 242 Hargrave in October 2018. Their office floors located on levels 13 and 14 were opened for business shortly after in March 2018 and are home to their welcoming office dog Rufus, who is a tenant favourite at 242 Hargrave.

National accounting and consulting firm MNP LLP and leading technology company Ceridian will join True North Square in the fall of 2019. With all four firms occupying the building, close to 1,000 people will be working in 242 Hargrave.



NHL PARTY IN THE PLAZA

The NHL played host to the first major event held in the True North Square plaza on Oct. 24, 2018 with an exclusive double feature broadcast viewing party attended by more than 1,100 Jets Rewards members and corporate partners.

True North Square provided the backdrop for two national broadcasts of the Winnipeg Jets vs. Toronto Maple Leafs matchup followed by the Vegas Golden Knights vs. Vancouver Canucks game. An unseasonably warm October night added to the event's success with participants enjoying food, entertainment, and a pre-game performance by Randy Bachman, Doc Walker, and Terra Lightfoot.



225 / CARLTON



225 CARLTON WELCOMES ITS FIRST RESIDENTS

The residential tower at True North Square, 225 Carlton, was completed at the end of June 2019, with the first tenants moving into the building on Canada Day, July 1. The building is comprised of 194 premium rental suites and a host of high-end amenities catering to discerning tenants who want to experience rental living, redefined.

Led by the BentallGreenOak Residential Services team, the property is managed with the utmost care and attention paid to resident experiences. Twenty-four-hour security, full-time concierge service, bike storage at-grade, and a custom-designed parcel management service (including refrigerated storage for grocery delivery), all add to the incomparable experience of living at 225 Carlton.

The 25th floor amenity lounge, including a full-service kitchen, dining space, lounge seating areas, media room, rooftop terrace, and four-season solarium, where residents will enjoy sweeping 360 degree views, has been newly finished for the first residents. With a host of curated neighbourhood partnerships, heated underground parking, and direct skywalk connections, residents will experience downtown living at its finest.

Retail tenants in the lower two floors of the building will begin to open in the coming months, beginning with a new Manitoba Liquor Mart location on skywalk-connected level two in January 2019.

Visit 225Carlton.com for more details.



HARGRAVE ST. MARKET TENANTS ANNOUNCED

Designed to suit a variety of taste buds and preferences, as well as be the ideal gathering place for a lunch break, coffee run, or pre-event meal, exciting details about Hargrave St. Market, the food hall at True North Square, were released in July 2019.

Level 2 of 242 Hargrave is designed as an open concept gathering space, inspired by the best food halls across North America and Europe. The space will be home to eight different concepts and will present a variety of comfortable seating options for groups, small meetings, or to sit and have a coffee or cocktail.

Anchoring level 2 is the full-service restaurant Gusto North, developed by the owners and chefs behind Winnipeg favourites Pizzeria Gusto and Merchant Kitchen. The same group has also created brand-new takeout options: Yard Burger, for one of the best burgers you'll find in Winnipeg, The Good Fight Taco, for a variety of tasty tacos, bowls, and sides, and Rose Bar, for a glass of wine, beer, or hand-crafted cocktail. Rounding out the food options are Saburo Kitchen, from the chefs behind top Japanese restaurants Yujiro and GaiJin Izakaya, and Miss Browns with a second location for the Exchange District go-to for smoked meat, sandwiches, and breakfast. A third location for Fools + Horses, with tasty snacks, baked goods, and fresh beans to take home will complete the experience on level 2.

Two retail concepts locally unique to Hargrave St. Market will be located on level 1. True North Square will be the first Manitoba location for cottage country staple Lake of the Woods Brewing Company and will feature a tasting room and retail store. Watch for their feature brewing tanks in the centre of level 2 where the company will actually manufacture their famous brews on site. Opening in late 2019/early 2020 is a new innovative concept to Winnipeg – a boutique grocery store called Mottola Grocery. Executed by Pizzeria Gusto restaurateur Bobby Mottola and Executive Chef Jesse Friesen, and inspired by similar markets seen in food halls around the world, the grocery experience will include carefully curated aisles offering a convenient place to shop for specialty items and pantry staples without ever having to leave True North Square or downtown Winnipeg.

Visit HargraveStMarket.com for more details.



FIFTH TOWER AT TRUE NORTH SQUARE ANNOUNCED

In June 2019, True North Real Estate Development (TNRED) and Wawanesa Mutual Insurance Company jointly announced a major addition to the True North Square development: a fifth tower, to be Wawanesa's new North American headquarters at True North Square.

Wawanesa will be the sole office tenant in a new state of the art, purpose-built office building, to be located at the southwest corner of Carlton Street and Graham Avenue in downtown Winnipeg immediately next to the Sutton Place Hotel & Residences, adjacent to the Royal Winnipeg Ballet (RWB) School, and directly across from the plaza at True North Square.

The fifth tower at True North Square will provide a progressive and transformative workplace that will bring approximately 1,100 of Wawanesa's Winnipeg-based employees together under one roof. The new tower will create a truly cohesive and effective work environment and further elevate Wawanesa as a community leader, industry innovator, and progressive employer of choice in Winnipeg. The new tower is scheduled for delivery in 2023.

With TNRED's plans to build the fifth True North Square tower on the site which includes the RWB School student dormitory, as well as the adjacent building at 372 Graham Avenue, the development provides an opportunity for the RWB to refresh and modernize its dormitory. A new state of the art student dormitory will be built in close proximity to its current school location. Future plans will be confirmed in the coming months and align with the top priority that the RWB places on providing the best in care to its students, delivering excellence in dance education, and supporting young artists in the pursuit of their goals.



SUTTON PLACE HOTEL & RESIDENCES PROGRESS CONTINUES

Northland Properties Corporation, the owner of the 5-star Sutton Place Hotel & Residences, broke ground in 2018 on the hotel and condominium development progressing phase 2 of the True North Square development.

With a combined suite count of 418 units, the full-service hotel and residences will be built on the site located at the northwest corner of Carlton Street and St. Mary Avenue. Once construction commences,

development is intended to reach completion in late 2021/early 2022.

The Sutton Place Hotel will bring its tradition of luxury to the development with more than 430,000 square feet of five-star space in two towers. The 4-storey podium, a 288-room, 18-storey hotel tower, and a 130-suite, 13-storey residential tower will bring stately, refined, old-world classic yet modern character that will define the streets' corner profile and complement

the design features of True North Square's office and residential towers. The more than 8,000 square feet of ground floor retail space will be anchored by feature restaurant, Chop Steakhouse & Bar.

In summer 2019, two tower cranes were erected on site marking another exciting step toward completion of what will be an outstanding addition to True North Square and to the surrounding area.



WASAC NIGHT

CELEBRATING INDIGENOUS YOUTH IN SPORT AND CULTURE

FEBRUARY 16 & 17

WASAC NIGHT/FOLLOW YOUR DREAMS DAY

WASAC Night and Follow Your Dreams Day marked a brand-new set of promotional games for the Jets and Moose in 2018-19. The games were born out of a partnership with the Winnipeg Aboriginal Sport Achievement Centre (WASAC) and served as a show of support for diversity and inclusiveness in hockey by celebrating Indigenous culture in Manitoba. Cree graphic design student Leticia Spence worked with True North's graphic design team to redesign the Jets and Moose logos for the games, incorporating Indigenous symbolism and artwork with the teams' emblems. T-shirts and sweatshirts with the new logos were sold at each game, raising almost \$16,000 for WASAC. The Jets also welcomed 30 Indigenous youth from remote and northern communities to the game and gameday skate, while the Moose welcomed 500 youth from Indigenous communities across Manitoba to their Feb. 17 game. Both games featured the Spirit Sands Singers drumming group and a ceremonial puck drop. Youth attending each game had the opportunity to interact with Indigenous NHL alumni Reggie Leach, Jamie Leach, and Daryl Stanley at a Q & A session (Moose) and skate at Camp Manitou (Jets).



COMMUNITY RELATIONS

\$293,000+
IN CHARITABLE PROCEEDS
PLUS FOOD AND TOY DONATIONS

\$138,800+
IN COMMUNITY DONATIONS

608 DONATION
PACKAGES

571 GROUPS/
ORGANIZATIONS
ASSISTED

150 COMMUNITY
APPEARANCES



FEBRUARY 18

WINNIPEG JETS NHL 19 TOURNAMENT

The Winnipeg Jets became one of the first NHL franchises to host their own esports tournament when they hosted the inaugural Winnipeg Jets NHL 19 Tournament in partnership with online video gaming platform WorldGaming in February 2018. Competitors from across North America faced off online in the qualifying rounds narrowing the field down to finalists Justin “Regs” Reguly of Thunder Bay, Ont. and Michael “Miviens” Viens of Sherbrooke, Que. The two met face to face in Winnipeg for a live best-of-five final that took place simultaneous to a Manitoba Moose home game at Bell MTS Place. It took all five games to decide a champion with Regs coming out on top and taking home \$4,500, while Miviens claimed the \$2,000 second-place prize. Jets players Patrik Laine and Adam Lowry joined the finalists for a two-on-two show match that was broadcast on the arena scoreboard following the Moose game, with the combo of Laine and Regs claiming bragging rights.



1,300 ENTRANTS
FROM 46 PROVINCES + STATES IN CANADA/USA

415 FROM MB **88% FROM WPG**

FINALS STREAMED ACROSS:

twitch

f LIVE

YouTube

Live

1,280

MOST VIEWERS AT ONE TIME

23,890

UNIQUE VIEWERS DURING FINALS

38,000+

VIEWS OF POSTED FINALS VIDEO

4,700

FAN CHAT COMMENTS DURING LIVESTREAM

23,000+

TOURNEY RECAP VIDEO VIEWS

MARCH 5

JETS TOWN TAKEOVER

A new initiative to bring the Winnipeg Jets closer to rural fans launched in early March making its first stop in Morris, Man. The day-long initiative included school programming featuring Mick E. Moose and Project 11, and Jets alumni running the town's hockey team practices. The day finished with a social-style viewing party at the Morris Multiplex, which came with all of the fixings of a home Jets game including public address announcer Jay Richardson as the evening's host, Jet Dogs, and prizing, with the special addition of Jets alumni Mark Stuart and Derek Meech signing autographs. More than 500 people from Morris and surrounding communities came out to show their passion for the team.





SEPTEMBER 15

FAN FEST



OCTOBER 18

CANADIAN ARMED FORCES NIGHT



The Jets hosted their sixth annual Canadian Armed Forces Night last year with a game presentation that saluted our military. Players once again wore military-themed warm-up jerseys which were auctioned off after the game, raising \$10,000 for military charities. Season seat holders again came through, donating over 500 tickets for military members to take in the game.

Centre Bryan Little kept the military appreciation going all season with the Little's Big Heroes program. The program recognized Canadian Armed Forces members by giving them a night out at a Jets game with dinner, a jersey, and a pre-game meet and greet with Little himself. Little hosted 12 military members and their families over six games this season.

NOVEMBER 17

SANTA CLAUS PARADE

It was an extra special year for the Winnipeg Jets' parade participation as the Jets Wives and Girlfriends were named Grand Marshals of the 109th annual event. Joining them alongside True North's float were more than 80 Winnipeg Jets Hockey Academy students spreading holiday cheer.

NOVEMBER 29

HOCKEY FIGHTS CANCER



- 7th season
- HFC Auction Items: Lavender jerseys, Hockey Fights Cancer ties, Hockey Fights Cancer goalie masks, lavender-taped sticks, one of a kind pottery pieces created by the Jets Wives and Girlfriends
- \$765,000 raised since 2011
- In support of CancerCare Manitoba

DECEMBER 6

HOLIDAY VISITS



CHILDREN'S HOSPITAL

Mathieu Perreault
Dustin Byfuglien
Andrew Copp
Josh Morrissey
Adam Lowry
Jacob Trouba
Blake Wheeler
Mark Scheifele
Joe Morrow



CHILDREN'S REHABILITATION CENTRE

Connor Hellebuyck
Patrik Laine
Sami Niku
Brandon Tanev
Ben Chiarot
Kyle Connor
Tyler Myers
Laurent Brossoit
Nelson Nogier
Mick E. Moose



CHILD ADOLESCENT PSYCHIATRIC PROGRAM AT HSC

Jack Roslovic
Brendan Lemieux
Nic Petan
Bryan Little
Nikolaj Ehlers
Cam Schilling
Dmitry Kulikov
Mason Appleton

DECEMBER 7 & 9

WINNIPEG JETS TOY DRIVE

- Toys Donated: 2,906
- Money Donated: \$7,000+
- Sponsor: Wawanesa Insurance
- Donated to: Christmas Cheer Board



SIX GAMES IN JANUARY/FEBRUARY

WINNIPEG JETS FOOD DRIVE

- Food Donated: 14,400 kgs
- Sponsor: SkipTheDishes
- Donated to: Winnipeg Harvest





JANUARY 2

SKILLS COMPETITION

- 12,302 fans
- 433 WJHA students
- Proceeds to the True North Youth Foundation and the NHL Players' Association Goals and Dreams Fund

HARDEST SHOT:
JACOB TROUBA – 98 MPH

FASTEST SKATER:
NIKOLAJ EHLERS – 13.25 SEC
(NEW TEAM RECORD)

ACCURACY SHOOTING:
BRYAN LITTLE – 11.6 SEC



JANUARY 31

#HOCKEYTALKS

The Jets hosted their seventh annual #HockeyTalks game on January 31 in conjunction with the NHL's #HockeyTalks mental wellness initiative. The game followed a month-long campaign that invited nine mental health organizations, including Project 11, to provide awareness and education about their services to fans throughout six home games in January. Jets players wore #HockeyTalks shirts throughout the month, which were auctioned off in support of Project 11.



FEBRUARY 4

READING TAKES FLIGHT

- 1,311 entries
- 11 schools visited



FEBRUARY 12

HOCKEY IS FOR EVERYONE/YOU CAN PLAY

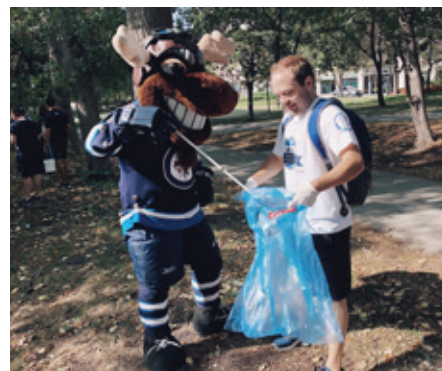
Bell MTS Place played host to a rainbow-themed You Can Play game on Feb. 12 in support of the NHL's Hockey is for Everyone campaign that strives for positive social change to create and encourage safe, positive, and inclusive environments for players and families regardless of race, colour, religion, national origin, gender, ability, sexual orientation, or socio-economic status. Players showed their support by warming up with rainbow-taped sticks and, for the first time, speciality jerseys with rainbow-coloured numbers. The sticks and jerseys were auctioned off following the game, raising more than \$10,900 for the You Can Play Project and for local organization, the Rainbow Resource Centre.



MARCH 14

GO GREEN NIGHT

The Jets hosted their second annual Go Green Night on Mar. 14 in recognition of the NHL's Green Month. To ensure that hockey thrives for generations to come, the game promoted an environmentally friendly lifestyle for fans and the sport. Building on the initiative, True North also organized three community park cleanups in summer 2018. Members of the public joined the Jets' park revitalization efforts at Stephen Juba Park, St. Vital Park, and Omand's Creek where 104 kilograms of waste and 18 kilograms of recycling were collected.



APRIL

WINNIPEG HARVEST PLAYOFF FOOD COLLECTION

Jets fans generously added to Winnipeg Harvest's shelves with cash and food donations over three playoff games which, combined with the events' beer can recycling profits, equated to 1,269 kilograms of food.



JUNE 21

DRAFT PARTY 2019

The addition of a first-round draft pick added to the excitement of the 80 Jets Rewards members that attended the 2019 Draft Party at Boston Pizza Cityplace on June 21. Fans enjoyed food and beverages alongside current and former members of the Jets organization including Jets prospects Nelson Nogier and Logan Stanley and alumni Thomas Steen, Randy Gilhen, and Perry Miller who were on hand to interact with fans, take photos, sign autographs, and give away prizes.



2018-19 SEASON

OPEN PRACTICES

The Jets welcomed Manitobans to five open practices throughout the season. More than 7,600 fans, including those from assisted living groups, minor hockey teams, daycares, schools, and more, showed up to watch the team prepare for their next game.



WINNIPEG JETS WIVES & GIRLFRIENDS INITIATIVES



*** Fa-La-La for Formula ***

FA-LA-LA FOR FORMULA
DECEMBER 7

- 800 player-signed Jets ornaments sold
- \$13,100+ raised for baby formula for Winnipeg Harvest

LOVE STRUCK
FOR A PUCK

LOVE STRUCK PUCKS
FEBRUARY 14

- 1,200 mystery autographed pucks sold
- \$25,900+ raised for Camp Manitou

LUCKY PUCK!

LUCKY PUCKS
MARCH 12

- 500 limited edition mystery autographed pucks sold
- \$18,200+ raised for the Movement Centre



COMMUNITY RELATIONS

NOVEMBER 24

HOCKEY FIGHTS CANCER

The Moose hosted their own Hockey Fights Cancer (HFC) game for the first time in 2018. Like at the Jets HFC game, the rink was converted to lavender and mystery autographed Moose pucks were sold on the concourse. HFC-themed goalie masks worn by Eric Comrie and Ken Appleby were auctioned online following the game contributing to the \$15,000 raised for Camp Quality, a non-profit, charitable organization that strives to improve the quality of life for children living with cancer through camps and year-round family support programs.



OCTOBER 21

PRIDE DAY

The Moose started the season with a brand-new Pride Day game promotion. The game emphasized inclusiveness in hockey regardless of age, race, gender, sexual orientation, or any other differences, and included fundraising efforts through the sale of special Moose Pride t-shirts sold on the concourse and players' sticks auctioned during the game. The initiative raised more than \$4,300 for the Rainbow Resource Centre, an organization that offers support to the LGBT2SQ+ community in the form of counselling, education, and programming.



NOVEMBER 10

RETRO JERSEY NIGHT

Moose fans were taken back in time at the Retro Jersey game as the team wore white throwback threads from the 2004-2010 era. The jerseys were auctioned off in-game and online raising almost \$4,000 for Hockey Manitoba. Fans were treated to more retro experiences throughout the night, including a pre-game puck drop from former captain Mike Keane and the return of the Great Canadian Goalie Race.



SHARE THE WARMTH / SILOAM MISSION HOLIDAY VISIT

DEC. 12

Every year, the Moose try to warm up the winter holiday season for those who need it most. After collecting 656 kilograms of clothing for Siloam Mission at their Nov. 3 Share the Warmth game presented by Red River Co-op, the Moose visited Siloam Mission to deliver the clothes and help serve a hot meal. The team spent the morning helping to prepare and serve hot breakfasts for members of the community and added to the holiday cheer by signing a few autographs.



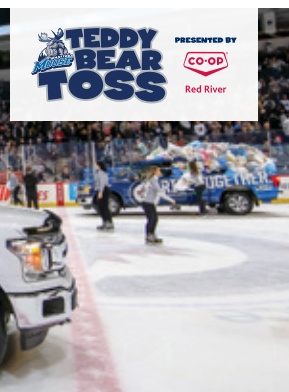
Share
the
Warmth
PRESENTED BY
CO-OP
Red River



DECEMBER 15

TEDDY BEAR TOSS

- Presented by: Red River Co-op
- **NEW ALL-TIME RECORD:**
Bears Donated: 2,930
- **NEW ALL-TIME RECORD:**
Cash Donations: \$2,100+
- Donated to: Christmas Cheer Board



DECEMBER 18

COMMUNITY CLUB PRACTICE SERIES

This past season the Moose extended their Community Club Practice to a Community Club Practice Series, selecting six winning teams from among 97 total entries. Groups of Moose players visited six community clubs across the city, even going outside of the perimeter to skate with the Ile Des Chênes Elks. After helping to run team practices, Moose players stayed for photos and autographs.





JANUARY 12

MILITARY APPRECIATION NIGHT



For the first time since returning to Manitoba in 2015, the Moose hosted Military Appreciation Night. To honour those who serve our country, the team sported special edition military-themed jerseys that were auctioned off in-game and online raising \$10,000, for The Hubbell Awards – a small charity whose mission is to provide scholarships to cadets currently enrolled in a Manitoba unit and who will continue their education at a civilian technical institute, college, or university.

DECEMBER 31

SHUTOUT HUNGER

- Presented by: Red River Co-op
- Food Donated: 2,778 kgs
- Donated to: Manitoba Food Banks



OCTOBER-FEBRUARY

AUTOGRAPH ALLEY

- Six Sessions: Oct. 21, Nov. 3, Nov. 24, Dec. 15, Jan. 20, Feb. 10
- Fans Attended: 988



JANUARY 20

STAR WARS DAY

Storm Troopers and Skywalkers alike were welcomed at the always-popular Star Wars game which aims to raise money and awareness for the Children's Wish Foundation of Manitoba. Special t-shirts were sold, raising over \$4,500 for the foundation's Wish Kids. Captain Peter Stoykewych made time to meet several of the Wish Kids and their families following the game.



FEBRUARY 10

ZOO VISIT / POLAR BEAR JERSEY

It was the fourth consecutive year that the Moose paid a visit to the Assiniboine Park Zoo to meet friendly fans and furry friends. The Nov. 4 visit featured the full roster of Moose players as part of a scavenger hunt in the Journey to Churchill exhibit. The Moose hosted Polar Bear Jersey Night Feb. 10, with players donning limited edition polar bear jerseys that were auctioned off in-game and online, raising more than \$4,500 in support of the Assiniboine Park Zoo Polar Bear Rescue Team.



FEBRUARY 11

BACKYARD RINK

The Bartel family of West St. Paul was the winner of the Backyard Rink Contest presented by Manitoba Hydro. The family welcomed over 100 people to their backyard, including Moose players Jansen Harkins, Alexis D'Aoust, Emile Poirier, and Michael Spacek for an evening of skating.



MARCH 6

STICK TO READING

- Presented by: McNally Robinson
- Entries: 246
- Schools Visited: 11 in Winnipeg and surrounding communities

MARCH 9

AUTISM AWARENESS MONTH

Autism Awareness continues to be a cause close to the Manitoba Moose. Members of the team once again visited one of St. Amant Centre's autism early learning classrooms on Oct. 22 to interact with children and learn how the classrooms prepare students to join the public school system. The month-long Autism Awareness campaign followed in March with the highlight being the puzzle piece themed jerseys (a symbol reflecting the complexity of the autism spectrum) at the Autism Awareness Game on Mar. 9. New for this year was the sale of teddy bears at every March home game. Together, the jerseys and bears raised \$9,498.70 for the St. Amant Foundation.





**WINNIPEG JETS
HOCKEY
ACADEMY**



**CAMP
MANITOU**



PROJECT 11

FOR MORE STORIES ON THE
IMPACTS OF THE TNYF IN OUR
COMMUNITY, VISIT:

TNYF.ca

TRUE NORTH YOUTH FOUNDATION

As the charitable arm of True North Sports + Entertainment, the Winnipeg Jets and Manitoba Moose, the True North Youth Foundation (TNYF) aims to empower potential in youth by providing meaningful opportunities to belong, learn, and contribute. Its three core programs, the Winnipeg Jets Hockey Academy (WJHA), Camp Manitou, and Project 11, are developed, operated and delivered directly by the foundation and its dedicated team of employees and volunteers. Whether through the academic support of the WJHA, the adventure of outdoor education at Camp Manitou or the wellness curriculum of Project 11, the TNYF delivers consistent and innovative programming, provides tools and resources, and creates a community that supports and encourages youth to achieve their full physical, social, emotional and intellectual potential.

Thanks to the continued support of Jets and Moose fans in our community, the TNYF was able to again build on its programming during the 2018-19 season, positively impacting more than 42,000 members of our community.

The TNYF is primarily funded by the Jets and Moose 50/50 programs which, thanks to the generosity of fans, raised over \$3,840,000 last season at both home and away games, as well as through three signature fundraising events – the Winnipeg Jets Gala Dinner, The Mike Keane Celebrity Hockey Classic, and the Flatlander's Beer Festival. The TNYF is honoured to have the additional support of several community and corporate partners who hold golf tournaments and other fundraising events that benefit foundation programming.

Without the belief and support of the community, the work of the TNYF would not be possible. The TNYF is grateful for every sponsor, donor, volunteer, employee, and partner that has contributed to the success of the 2018-19 season by making a difference in the lives of Manitoba youth.

WINNIPEG JETS GALA DINNER – 8TH ANNUAL

DATE: Nov. 7, 2018 at Bell MTS Place

GUESTS: 850

PRIZES: 12 once-in-a-lifetime experiences won via silent auction

WEB: TNYF.ca/GALA

FUNDS RAISED: \$340,000+
in support of the TNYF

PRESENTING SPONSOR



PLATINUM SPONSOR



SILVER SPONSOR



BRONZE SPONSOR



STERLING SPONSOR



THE MIKE KEANE CELEBRITY HOCKEY CLASSIC – 9TH ANNUAL

DATE: Feb. 27 & 28 at Bell MTS Iceplex

GUESTS: 220+ players including 21 NHL alumni drafted into 15 teams

WEB: KeaneHockeyClassic.com

FUNDS RAISED: \$285,000
in support of the TNYF and Continuity Care



FLATLANDER'S BEER FESTIVAL – 17TH ANNUAL

DATE: June 21 & 22 at Bell MTS Place

GUESTS: 5,500+ attendees

BEERS: 375 beers and ciders at
100 tasting booths featuring
100 exclusive new products

EVENTS: 3 general tastings
1 VIP food pairing and tasting

WEB: FlatlandersBeerFest.com

FUNDS RAISED: \$205,000+
in support of the TNYF



LEARN TO PLAY

The NHL/National Hockey League Players' Association (NHLPA) Learn to Play program is in its third season in Winnipeg. The program's goal is to grow the game of hockey by providing children who have never played organized hockey with the opportunity to learn from NHL alumni (see page 13 for more details on Winnipeg Jets alumni participation) and professional coaches, with full equipment provided. The TNYF again worked with three Winnipeg school divisions to offer the program in 2018-19 with more than 1,000 Grade 3 students taking part in ten sessions held at their local arena. Building on the initiative, 60 kids participated in a two-month developmental program that further encouraged involvement in hockey beyond the Learn to Play program and prepared kids for independent minor hockey play in the fall.

WEB: TNYF.ca/SpecialPrograms





825 STUDENT
ATHLETES

24 PARTICIPATING
SCHOOLS

125 WJHA
VOLUNTEERS

9 LIVING
PHILANTHROPY
PARTNERS

138 MINOR HOCKEY
PLAYERS

8 WJHA MINOR
HOCKEY TEAMS

14 MINOR HOCKEY
SPONSORSHIPS
FOR OTHER TEAMS

120 FIELD
TRIPS

59 GUEST
SPEAKERS

62 STUDENTS
IN WEEKLY
TUTORING

TO LEARN MORE ABOUT
THE WJHA, VISIT:

TNYF.ca



WINNIPEG JETS HOCKEY ACADEMY

The Winnipeg Jets Hockey Academy (WJHA) is a sport-based program designed to increase school attendance and high school graduation rates among at-risk students from socially and economically challenged schools in Winnipeg. The program removes all participation barriers by providing necessary equipment, transportation to and from the rink, as well as nutritious lunches. Much more than on-ice sessions, the robust program includes supports and extracurricular activities tailored to students in each grade range of elementary, middle years, and high school.

Field trips and after-school programming expose students to a world of potential and opportunity, sparking career interests that allow them to identify goals for their future, which they are then supported in pursuing and achieving. This past school year, students learned about fitness and car maintenance, were exposed to a variety of other sports like beach volleyball and boxing, toured Winnipeg's universities and the Law Courts Building, volunteered for Habitat for Humanity, and learned practical life skills with cooking and grocery shopping lessons.

This year's guest speakers were themed for each grade range including character building and the importance of physical activity for elementary students, citizenship and the important link between physical and mental health for middle years students, and preparation for life after school, including post-secondary exploration and life skills training with a focus on self-care for high school students. For the fourth year, WJHA curriculum also included a week at Camp Manitou which adds outdoor education to students' overall experience.

The routine of the program, along with regular contact with mentors and role models, and exposure to a wide variety of life experience has proven to increase participants' connection to school. The WJHA is proud to have sustained an average program attendance rate of 88 percent over the past eight school years.

The 2018-19 school year marked the second year of graduates who have journeyed through the entire WJHA program, the majority of whom started with the program in elementary school. This milestone affirms the original vision of the program – to use hockey as a vehicle to help students engage in academics and ultimately graduate.

POST-SECONDARY SUCCESS

- 17 graduates
- 8 scholarships awarded to WJHA graduates
- 12 graduates maintaining employment
- 4 students pursuing post-secondary

LIVING PHILANTHROPY

The WJHA could not operate without the hundreds of volunteers who provide on-ice, dressing room, and bench support to all student athletes. The WJHA is grateful to have nine participating Manitoba businesses volunteering each week as part of the Living Philanthropy program. The program engages local businesses and their employees in giving back to their community with the simple gift of their time and attention – a rewarding team building experience for organizations that is also key to the continued growth of the WJHA. In addition to Price Industries, Maple Leaf Construction, Birchwood Automotive Group, True North Sports + Entertainment, Princess Auto, Winnipeg Police Service, the RCMP and New Flyer, this year the program welcomed Payworks whose employees sponsor two WJHA classes.

WEB: TNYF.ca/AdoptAClass

MINOR HOCKEY

Minor hockey provides an opportunity for WJHA student athletes who demonstrate exceptional growth and skill as players, teammates, and role models, to engage in a more competitive environment that further pushes their game and their confidence. Through minor hockey, athletes are exposed to another level of teamwork and perseverance that fosters both mental and emotional strength as well as skill. Building on relationships developed last season when the WJHA hosted students from a similar hockey program in Chicago, 17 WJHA minor hockey players had the opportunity to reunite with friends from Chicago's Inner-City Education (ICE) Program in the "Windy City" in March. It was a first plane ride and/or first time out of the province for many of the students who were excited to continue the camaraderie and build on their cultural education.





“I’ve always loved hockey and I’ve always wanted to play. I knew I couldn’t play exactly like everyone else but I’m so thankful every day that I was given this opportunity.”

– Dylan, WJHA student athlete



JUST ONE OF THE GUYS

Dylan was born 99 days early which, according to his mother, was likely symbolic of the fact that hockey would somehow be part of his life. Being born so prematurely, Dylan faced a number of challenges and was diagnosed with Cerebral Palsy by age two. While his mother worked tirelessly to make sure Dylan had every opportunity, it was hard to imagine how Dylan’s connection with hockey would be made on the ice. Enter the TNYF who had a sled, the equipment, and the support to get Dylan playing hockey as part of the WJHA program. Overjoyed at the opportunity, Dylan was no longer an onlooker and was able to join his brother and friends on the ice.

While the program bolstered Dylan’s confidence and showed him what was possible as a result of trying new things, he also gave a lot to those around him with his contagious positivity and humour, which quickly earned him the nickname “Hollywood”. He also became a role model for other sledge players who joined the WJHA. This year Dylan donned a cap and gown to accept his Grade 12 diploma and looks forward to embarking on the next chapter of his life equipped with the skills, resiliency, and can-do attitude that he’s gained from his WJHA experience.

FULL CIRCLE

When Quentin joined the WJHA in Grade 7, many aspects of his life were working against him to define his life path. Without the right support, Quentin’s future success was at risk. Quentin needed trusting adult relationships, a supportive environment, and an opportunity to simply participate and see what the future could have in store for him. The WJHA was the turning point that Quentin needed to get onto a positive track and realize his potential. In time the WJHA coaches earned Quentin’s trust and he opened up to their support and mentorship. Quentin graduated high school in 2018 and the summer following was not an easy journey as he tried to figure out what the next phase of his life would look like. The essential life and trade skills that Quentin acquired through the program allowed him to find and maintain employment and start a life on his own. With a new realization that he has a role in his own destiny and a willingness to continue to learn and grow beyond the WJHA, Quentin remains close to his WJHA mentors and continues to support the TNYF in any way he can, working as a hockey academy off-ice assistant during the winter and as an activity leader at Camp Manitou during the summer months.



“I really appreciate the support True North has given me for the last few years in high school and after graduation as I became a young adult and looked to find a place on my own.”

– Quentin, WJHA graduate and TNYF employee



FROM ICE TO AGING IT

Janna's first experience in organized sports came in Grade 6 when she joined the WJHA. Getting on the ice was a big step, not only because she had never played hockey before, but because she was very withdrawn. It took a few years in the program to build connections with her coaches but over time WJHA staff saw her confidence blossom and one day she had the courage to seek tutoring support for her failing science grade. At first, just finishing each assignment was a significant accomplishment but by the end of the semester Janna had not only gained an understanding of the material but became very interested in physics. She brought her grades up to a solid 'A', even getting the top physics mark in her class. Janna also improved her grades in other classes and expanded her interests, earning an English award and getting more involved in school activities like the cheer team. Janna opted out of the hockey class in Grade 12, choosing to focus on academics but stayed connected to the WJHA by continuing in the after-school and tutoring programs. Janna celebrated her Grade 12 graduation in June and was the recipient of the inaugural Winnipeg Jets Alumni & Friends Scholarship, giving her a financial head start in pursuing an education degree and bringing her one step closer to her goal of becoming a physics teacher.



"Janna has become a well-rounded young adult with all of the skills necessary to succeed beyond the WJHA program.

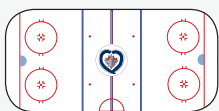
The connections made and opportunities provided through the WJHA have given her the confidence to find her passions and pursue her goals."

– Nick Sasaki, WJHA Academic Performance Coordinator




28
ACRES

182
BEDS

12
CABINS

1 NHL-SIZED COVERED
OUTDOOR RINK

5
MINUTES
FROM
WINNIPEG

929 SUMMER CAMPERS
453 WJHA STUDENT
ATHLETE CAMPERS

105
WINTER
CAMPER
DAYS

136
NON-PROFIT,
SCHOOL,
COMMUNITY
& CORPORATE
GROUPS

151
SPRING
BREAK
CAMPER
DAYS


TO DONATE, VISIT:

**CAMPMANITOU.MB.CA/
DONATIONS**

FACEBOOK:

CAMP.MANITOU.71

TWITTER & INSTAGRAM:

@CAMPMANITOU MB
CAMPMANITOU.MB.CA


CAMP MANITOU

Minutes from Winnipeg in Headingley, Man., Camp Manitou is a 28-acre oasis that creates an environment of belonging for campers to connect with nature and enjoy meaningful outdoor experiences. Its proximity to Winnipeg makes it one of the most accessible camps geographically, while camperships (financial aid) and adaptive programming create inclusion for campers of various abilities and from all socio-economic backgrounds. The True North Youth Foundation continued its investment in the grounds and amenities in 2018-19, building a new Welcome Centre and state of the art covered outdoor rink. New spaces for summer campers were again created through new innovative programming, including an escape room challenge, rink games, and critter dipping for younger kids. The caring camp staff are committed to creating an environment where campers feel comfortable and confident in trying new things. Camp Manitou celebrated five years of being part of the True North family in January 2019, and for the first time offered both winter and spring break camps resulting in 256 new camper days.


5 FULL-TIME
STAFF

51 SUMMER
STUDENT
STAFF

4 WJHA
PROGRAM
GRADUATES

CONTINUOUSLY GROWING AND BUILDING

Supported in part by the NHL and the NHL Players' Association (NHLPA) Industry Growth Fund, Camp Manitou opened a brand-new covered outdoor rink Dec. 12, 2018. This furthers Camp Manitou's commitment to developing and maintaining year-round programming and affirms the TNYF's goal of growing the game of hockey. The technology used to make and maintain the ice is similar to the systems used by the NHL in creating its outdoor rinks, including the one built at IG Field for the 2016 Tim Hortons NHL Heritage Classic. The technology, combined with the rink boards, glass (recycled from Bell MTS Place), and rooftop, ensure a six-plus-month ice season to accommodate hockey practices for WJHA minor hockey teams, as well as school and other rental groups that have booked other camp facilities. The rink area doubles as rainy-day space for summer programming making it a year-round camp amenity.

In March 2019 a new Welcome Centre was completed at the entrance to camp. Once the parking lot is completed the centre will be in full use, serving as an improved camper check-in location and better controlling the flow of traffic along camp roads. The building will also expand indoor dining and activity space year-round.



PROSPECTS WEEK

Camp Manitou launched Prospects Week in August – a combined camping and leadership training opportunity for youth aged 14 to 16. Eleven males and 10 females participated in the inaugural program that allows older campers to continue with the traditional camping experience, while also gaining valuable skills. Half of each day was spent in class sessions exploring topics related to leadership, teamwork, and entering the workforce, with a focus on the skills and knowledge needed to become a counsellor at camp. Teens then put their skills into action, spending time with younger campers before enjoying their own adventure to round out the day.



“Camp Manitou looks at how the little things they can do, for a group such as ours, make the biggest difference when it comes to children of various abilities. We are pleased to come to Camp Manitou every summer and our kids always emphasize how much fun they have. We can’t thank Camp Manitou and their staff enough.”

– Jaylene Irwin, Recreational Facilitator, Children's Recreation, Leisure and Adapted Sport, SMD

THOUGHTFUL INCLUSION

The Society for Manitobans with Disabilities (SMD) is one of many organizations that continue to bring groups back to Camp Manitou year after year. With SMD participants having a variety of physical and mental abilities and challenges, it is the adaptive programming and small details that provide a fulfilling experience for all campers. From the special activities to the well-kept paths and grounds and the thoughtful planning, such as pairing a camp leader skilled in American Sign Language with a group of children who are deaf and hard of hearing, the accommodations make it easier for everyone to participate and enjoy themselves.

BUDDING ENVIRONMENTAL STEWARDS

Summer 2019 saw an increase in programming at Camp Manitou that focused on creating and emphasizing care for our environment and planet. Young campers participated in “Critter Dipping” where they learned about the importance of our ecosystems and the types of habitats and critters around them while also gaining a respect for nature. Through conversation and the hands-on activities, “green” topics and concepts were explored, including making eco-friendly choices to create a healthy community.



“We wanted to create hands-on educational experiences that would show children they have the power to make healthy decisions for themselves and their community. Through the gardening and critter dipping activities campers gained an understanding of the responsibility we all carry to be kind, knowledgeable stewards and learned that we are all capable of making small differences to benefit our environment.”

– Nicole McDonald, Camp Manitou Program Manager

BRIDGING THE GAP FROM CAMPER TO COUNSELLOR

This summer Camp Manitou expanded its volunteer program to offer high school aged WJHA student athletes a chance to gain valuable leadership skills that could one day help them get a job at Camp Manitou or elsewhere. Lucas started with the WJHA in Grade 3 and participated in this summer’s volunteer program ahead of his Grade 10 year, earning high school credit hours for his time spent learning and working with young kids at camp. As well as honing communication, problem solving, organizational and time management skills, Lucas was glad to be giving back to a place that has welcomed him for the past four summers. As he navigated being in a new role where kids were now looking up to him, Lucas recalled and was inspired by his own experiences as a camper when his counsellors helped find solutions to challenges and tried to apply that to his own interactions.



“Volunteering at Camp Manitou, I have to work on persuading and convincing kids to try new things and this helps me with my leadership skills within an office setting or within meetings. It helps me learn ways to get my ideas across.”

– Lucas, WJHA student athlete and Camp Manitou volunteer

A BOLD NEW FUTURE FOR CAMP MANITOU

Although attendance at Camp Manitou has nearly tripled over the past six summers, 90 percent of Manitoba youth are not experiencing the joys, adventures and personal growth of any camp, according to the Manitoba Camping Association. Demand continues to exceed capacity and the TNYF is now planning to bring a bold vision to life with an exciting 11-acre expansion project that will empower even more young campers to gain confidence and independence, develop life skills, foster and cultivate friendships, and create lifelong memories. The expansion will double the daily capacity to up to 400 campers (depending on age) by introducing new sports and activities, with a focus on activities for older youth.

Three key deliverables of the expansion project are:

1. 10,000-SQUARE-FOOT LODGE

- Double dining capacity
- Provide new overnight and rainy-day space

2. 2.6-ACRE CUSTOM-MADE LAKE, BOAT HOUSE, AND DOCK

- Safe and controlled water environment
- Kayaking & canoeing
- Increase swimming capacity
- Pond hockey

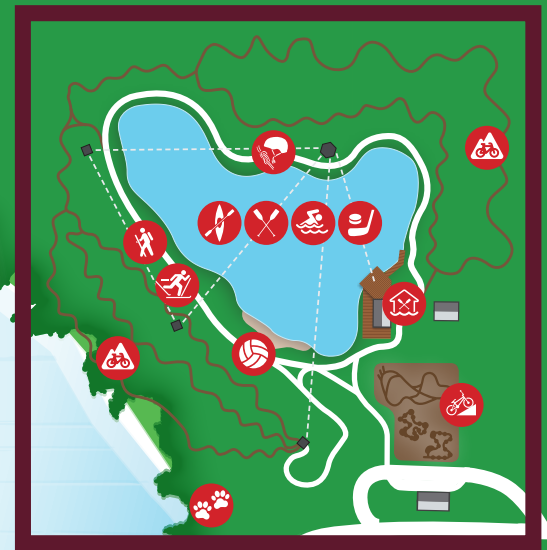
3. INFRASTRUCTURE FOR NEW ACTIVITIES

- Mountain bike trails
- Biking skills area
- Hiking and cross-country skiing trails
- Beach volleyball court
- Petting zoo
- Zipline
- Reforestation

With a significant investment by ownership and other community donors and stakeholders, the journey toward expansion is well underway. The current lodge will be torn down in fall 2019 with next steps being the groundbreaking for the custom-made lake.

Additional funds will be raised through a capital campaign which will soon be launched to the public.

WEB: TNYF.ca/ManitouExpansion





325
SCHOOLS

30,000
STUDENTS

1,200
TEACHERS

6 SCHOOLS
PARTICIPATING IN
ALL GRADES

353 RURAL
CLASSROOMS

335 CURRICULUM
VIDEOS

38 SPEAKING
ENGAGEMENTS/
WORKSHOPS

INSTAGRAM:
@PROJECT11WELLNESS

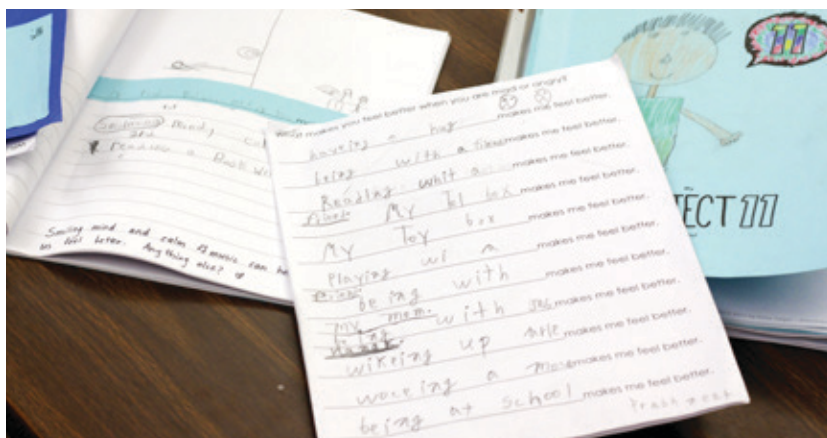
TO LEARN MORE ABOUT
PROJECT 11, VISIT:
PROJECTELEVEN.CA



PROJECT 11

When True North lost friend and former Manitoba Moose player Rick Rypien in 2011, it became critically important to fulfill his desire to create supports for youth and young adults struggling with mental wellness. Launched in 2013, Project 11 is Rypien's legacy – a preventative cross-curricular program that engages students in conversations about mental wellness and provides tools and coping strategies that Rypien didn't have access to. The program is available for free to all Manitoba teachers of Grades 5 to 8 classrooms, and new for the 2018-19 school year, curriculum was piloted for kindergarten through Grade 4 in both English and French. The program will be available for kindergarten through Grade 8 province-wide in the 2019-20 school year. Teachers are supported in incorporating the wellness lessons and activities into their classrooms with virtual and in-person training provided by Project 11 educators. Along with better equipping students to realize the importance of mental well-being as a facet of overall health, the program has brought mental wellness to the forefront and has encouraged healthy dialogue within the classroom, working to reduce the stigma and the fear of judgement that can accompany mental wellness issues. Project 11 continues to grow immensely, nearly tripling its student reach in 2018-19.

To register your classroom for the Project 11 program, visit ProjectEleven.ca/REGISTRATION.



"It's one thing for our students to see the value in Project 11, but when we see them actively working together to help other kids in other communities, that's when we know we're not just teaching kids, we're teaching future leaders."

– Lee Davis, Grade 5 teacher at SJR



GIVING AND RECEIVING POSITIVITY

Students at St. John's Ravenscourt (SJR) School have grown alongside Project 11 curriculum as participants in the 2013 pilot. The curriculum has started important conversations about mental wellness and students are continuing the dialogue inside and outside of the classroom. Teachers like Lee Davis are impressed at the support and understanding that students are showing toward one another, as well as the generosity that they are displaying by giving back to their community. In what has become an annual tradition, SJR students organize a fundraiser in support of Project 11. This year's event revolved around spreading happiness and joy through an afternoon of fun and interactive activities that provided students with the opportunity to give and receive positivity, while also raising \$500 for Project 11.

P11 MENTAL WELLNESS SUMMIT EXPANDS

Following the success of the inaugural P11 Mental Wellness Summit in January 2018, the 2019 summit was moved from the Burton Cummings Theatre to Bell MTS Place to accommodate even more students. Nearly 4,100 students from 74 participating schools in 20 school divisions were lined up to participate. While extremely cold January temperatures kept some school buses from running, almost 3,000 students, including from 23 rural schools, were able to take in the event with most being first-time participants. The summit highlights mental wellness as a community issue, showing students they are not alone in their stresses, worries, and challenges, and exposes them to a variety of stories and experiences that allow them to explore the healthy coping strategies that work best for them. Returning to the event were Winnipeg Jets players and local personalities who play a part in Project 11 curriculum videos and whom students already look up to as role models. Project 11 was pleased to host new speakers including Family Channel host and social justice warrior Deepa Prashad, professional golfer Andrew Jensen, Olympic hockey player Bailey Bram, and life coach, author, and musician Keith Macpherson who touched on the topics of depression, self-esteem, physical health, and journeying toward inner peace.



K-4 CURRICULUM PILOT

Realizing that it's never too early to help kids engage in healthy emotional behaviours, Project 11 developed curriculum to expand the program to early years classrooms in 2018-19. More than 160 kindergarten through Grade 4 English and French teachers participated in the pilot which introduced the new curriculum to 78 schools. Lessons and activities focus on character building, problem solving, and healthy friendships with Jets' and Moose mascot Mick E. Moose playing a prominent role. The impact of the pilot is being assessed by Healthy Child Manitoba with results expected to be released in fall 2019.





CREATING A CLASSROOM COMMUNITY

Heather Blacker has been incorporating the lessons of Project 11 in her Grade 4/5 class since the program piloted in 2013. Teaching at an at-risk school poses unique challenges for educators and Heather has found that Project 11's lessons help her to better navigate her students' needs by establishing a sense of trust and opening the lines of communication within her classroom. Students have been enabled to have open and honest conversations amongst themselves and with her about topics that can be difficult to talk about – including identifying and expressing the variety of emotions that they are feeling, which has brought them closer together as a class. The lessons on establishing healthy friendships have been especially impactful as Heather has observed students constructively managing situations when a friend demonstrates unhealthy traits, indicating that they have learned how to make positive independent choices for themselves while also showing more mindfulness in their relationships with others.

“The communication shared amongst my class during the Project 11 lessons is so valued by my students and myself. I feel closer to them, I understand their needs better and we have developed a greater trust that allows them to take risks that they may not have been comfortable taking before.”

– Heather Blacker, Grade 4/5 teacher, Brooklands School



SEEING THE VALUE SCHOOLWIDE

Many students come to school dealing with a wide range of issues that can not only get in the way of learning but impact their greater well-being. With the view that mental health is just as important as physical wellness, teachers at Robert Smith School in Selkirk wanted to better support students in academia as well as in navigating their social and emotional challenges. School principal Lisa Minaker advocated for consistent, harmonized programming for the entire student body. With the tools and resources to provide age appropriate learning, Project 11 was chosen to provide a common knowledge base to all teachers to better support students in improving their mental health awareness and practices. Along with support and guidance staff, all kindergarten through Grade 6 teachers were trained to deliver Project 11 curriculum in June, making Robert Smith the sixth school to implement Project 11 schoolwide. With plans to discuss mental wellness concepts and share learnings more broadly at school assemblies, students will also realize the larger community of mental wellness and see the impacts outside of their classroom.

“Robert Smith staff are very excited about how Project 11 will enhance some of the work that we are already doing. It is so well organized with so many great resources – we can't wait to begin sharing the lessons and resources with our students.”

– Lisa Minaker, Principal, Robert Smith School



THANK YOU MANITOBA

Over the past year, your generosity has helped to empower potential in more than 42,000 Manitobans involved in True North Youth Foundation programs.



TNYF.ca



**TRUE NORTH
YOUTH FOUNDATION**
Empowering Potential