





SUMMARY

- 2** Thank You 2016 Partners & Friends
- 3** Purpose
- 4** Press
- 5** Participants
- 7** Opening Day
- 9** Highlights
- 25** Organizer and Contact Information

THANK YOU 2016 PARTNERS & FRIENDS

GOLD PARTNERS:



SILVER PARTNERS:



BRONZE PARTNERS:



FRIENDS:

Thank You! A special thank you to the hundreds of dedicated male & female volunteers, pilots and photographers essential to our success. We appreciate your support!

Friends & Community Contributions: Abbotsford International Airshow Society; BC Emergency Health Services; Canada Bread; City of Abbotsford; Chilliwack Fire Department; Chilliwack Fraser Valley First Aid; Coquitlam Kinsmen; Corvus Aviation Services Inc.; ctc TrainCanada; Helijet International; Guru Nanak's Free Kitchen; Johnsonville; Little Potato Co; MDA; Nestle Water Canada; Pratt & Whitney Canada; Punjabi Petrika; Ministry of Forests, Lands & Natural Resource Operations; Resers Salads; Safeway; Save-On Foods; Starbucks Coffee; WestJet





SUMMARY REPORT 2016

From shop floor to top floor... we're inspiring female future leaders!

PURPOSE

Out of 25,413 professional pilots in Canada, only 5.8% of them are women. Out of 17,278 aircraft engineers, only 2.3% of them are women. Women account for only 4% of the technical trades and less than 3% of the top command positions in the Canadian Forces.

From the numbers it would be tempting to conclude that women are either uninterested or unwelcome in these fields. Instead, studies have shown that a common perception persists that Aviation, Aerospace, Marine and Defence are industries reserved for men. From an early age, males and females alike are affected by this perception message, which is continually reinforced by observation (lack of change), media, social media and advertising. The low numbers also mean that most women have no direct family or peer connection to our target industries. Therefore, it is unreasonable to expect gender and cultural diversity to resolve naturally in these fields.

The Sky's No Limit – Girls Fly Too! free outreach events and other initiatives aim to change this perception and awaken new interests by providing females of all ages with fun, interactive, and hands-on introductions into STEM (science, technology, engineering and math) based fields.

Our events are completely free for everyone to ensure there are no barriers to participation. This is made possible thanks to the generous support of community and industry partners.

Since the majority of our target female audience have little if any prior exposure to our target industries, before we can engage and inspire these females with the limitless opportunities that await, we must first grab their attention with something truly remarkable. We can think of no better way to do this than by taking them flying for the first time – the first flight experience is so incredible we just have to share it!

Our events are about education and inclusion as much as they are about inspiring our missing demographic. We encourage families to attend to support the daughters of the community and our future leaders. All participants are invited to meet civilian and non-civilian VIPs, explore cool aircraft, equipment and tactical displays as well as engage in the many hands-on learning activities in Aviation, Aerospace, Marine and Defence.

All ages are welcome at our annual events. In many cultures elders are the leaders within the community - we include the elders in the discovery experience so they will share this incredible experience with other women in their community. We welcome the guardians and other individuals from the girls' support network to take part in the discovery experience as they are an integral part in encouraging the inspired females to progress in their chosen fields. Lastly, but no less important: it is never too late to be inspired and embrace new challenges.

Whether you are a participant, financial partner or community volunteer, we thank you for your support!

PRESS

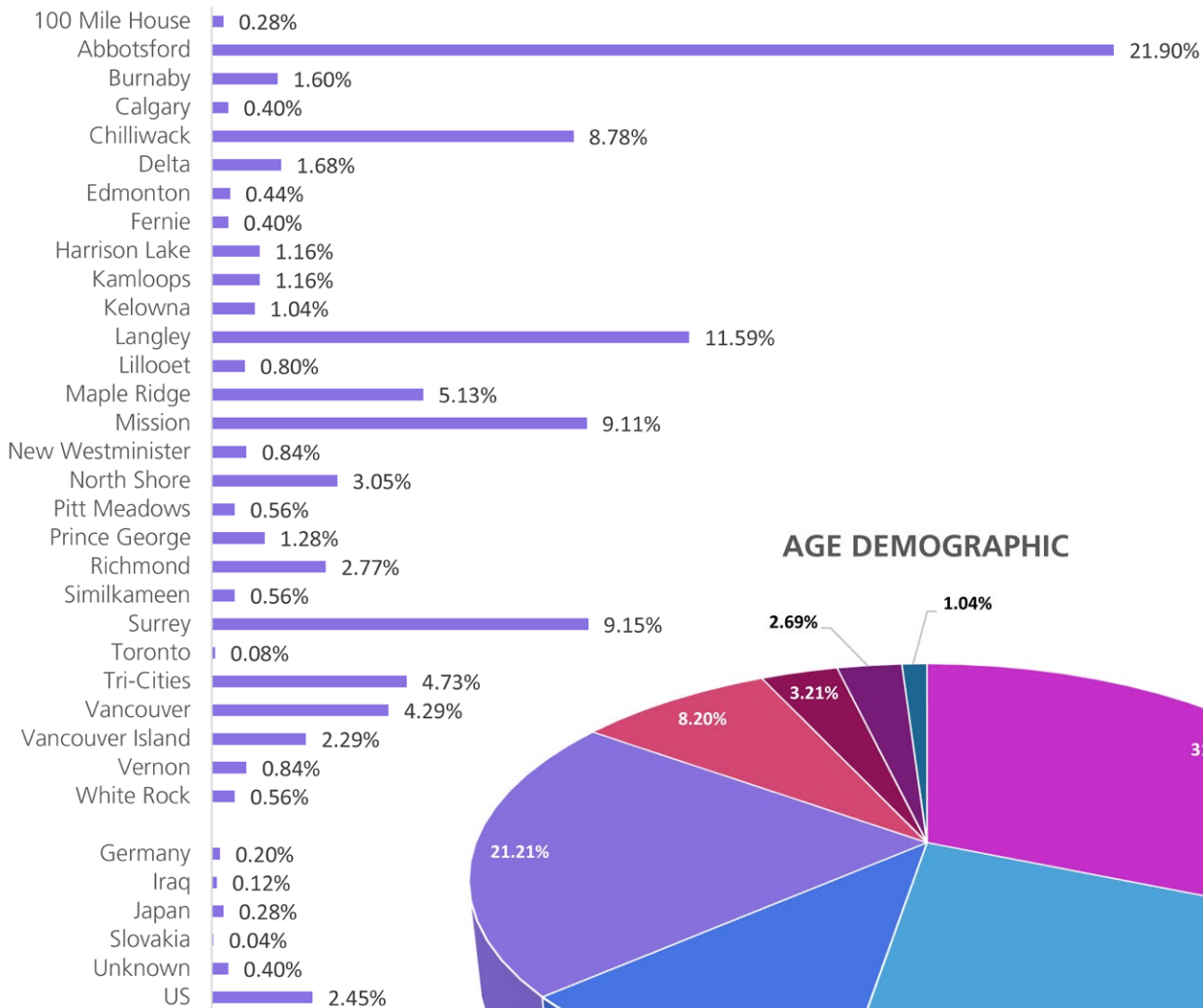
Our events have been well covered by local, national and international print, radio and TV media (pre, during and post events). Regular press releases are published with event and participant highlights and copied to all media outlets and agencies.



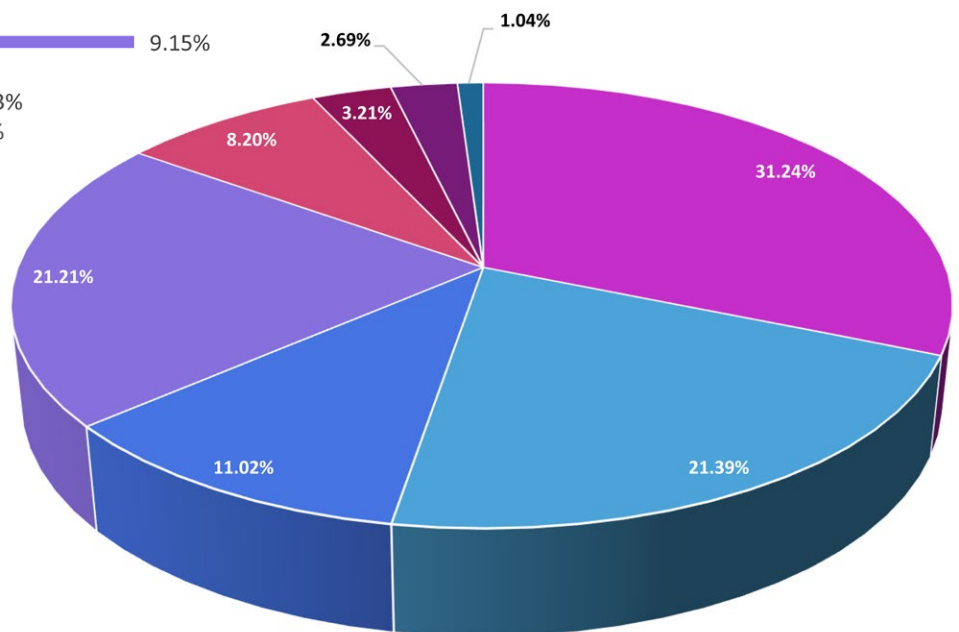
PARTICIPANTS

Despite inclement weather that persisted over this year's event, 10,000 participants from BC, Alberta and Ontario as well as from International origins braved the stormy conditions to partake in the event. 1,546 females of all ages were thrilled by the first flight experience.

PARTICIPANT GEOGRAPHIC AREA



AGE DEMOGRAPHIC



■ Age ■ 0-10 ■ 11-20 ■ 21-30 ■ 31-40 ■ 41-50 ■ 51-60 ■ 61-70 ■ 71+



OPENING DAY

Things are always a little hectic on opening day...Most aircraft arrived the night before however several aircraft belong to commercial or agency operators and thus may be on active duty right up to the event. While late arrivals are never preferred, they sometimes provide a rare opportunity for our audience to observe these aircraft operating from a unique vantage point – right next to the action!

This year we were pleased to welcome international participation from the United States Air Force and United States Navy along with many other agency partners from Aviation, Aerospace, Space, Marine & Defence.

Distinguished Guests included the Honourable Judith Guichon, Lieutenant Governor for British Columbia; The Honourable Harjit Sajjan, Minister of National Defence, Canada; Mr. Mark Warawa, Member of Parliament for Langley; The Honourable Mary Polak, Minister of Environment, BC; Councillor Patricia Ross, City of Abbotsford; US Consul General Lynne Platt; India Consul General Rajiv K. Chander; NASA Astronaut (Ret) Wendy Lawrence; RCAF Colonel (Ret) and Aviation Hall of Fame inductee George Miller and Captain Kirsten Brazier, Founder of **The Sky's No Limit – Girls Fly Too!**.





HIGHLIGHTS

Free Introductory Flights for Female First-Time Fliers

One of the unique attractions to our events is the magical first flight experience for female first-time fliers. The majority of our target female audience have no experience with, or exposure to aviation. Before we can engage and inspire females with the limitless opportunities available in Aviation, Aerospace, Marine & Defence, we must first attract them to the airport and grab their attention. For most, the first flight experience is incredible beyond words and when the fliers land they are stoked to learn more!

The event is well advertised in advance in various media, social media and by word of mouth. Due to overwhelming demand this year, flight registration was conducted both in advance on our website and at the event via hourly raffles. The free flights are available to females of any age and moms are encouraged to fly with their daughters. We never know how early or late in life one will be inspired by the many facets of Aviation, Aerospace, Marine and Defence. As well, we feel that the support of the family is important to the success of our young future leaders – therefore we include them in the discovery experience.





Space, The Ultimate Frontier

Participants were thrilled to meet NASA Astronaut (Retired) Wendy Lawrence and Canadian Space Agency's (CSA) Space Engineer Isabelle Tremblay and learn all about space.

In addition to conquering the ultimate frontier Lawrence is also a retired US Navy Captain and helicopter pilot. Her helicopter experience includes hundreds of shipboard landings, helicopter combat support and anti-submarine squadron operations. Lawrence is the first female graduate of the US Naval Academy to fly into space, and has flown four space missions including a visit to the Russian Space Station MIR. Lawrence is also an engineer with a Masters of Science in Ocean Engineering.

Tremblay has a Masters degree in Aerospace Engineering specialized in Space Technologies. She is presently the Manager of the Project and Program portfolio and heads the corporate investment management bureau at the Canadian Space Agency (CSA). Previously, Tremblay worked as senior engineer and technical manager in international space exploration projects, particularly in connection with NASA's Phoenix Mars Lander in 2008 and the James Webb Space Telescope, successor to the Hubble Telescope, with a planned 2018 launch.





Fun, Interactive Activities, Displays, Aircraft & Tactical Equipment to Explore

While many participants are initially drawn to our events by the exciting prospect of their first flight experience, the real mission of exploration and discovery begins in the hangar and on the flight line static display. Participants were able to climb through the various aircraft on static display and meet with the crews that operate them.

Aviation, Aerospace, Marine & Defence activities were awesome this year! Event exhibitors were encouraged to be creative and employ hands-on learning activities to inspire and educate participants. A treasure map with a grand prize draw for those with completed itineraries provided additional incentive for participants to explore all the displays.

























INSPIRED!

Thousands of females - all ages...

Thank You for your support!

We look forward to seeing you again in 2017!

ORGANIZER

The Sky's No Limit – Girls Fly Too! annual events are part of an outreach initiative founded by BC pilot, Kirsten Brazier in 2012. Events organized by **The Sky's No Limit – Girls Fly Too!** have set four world precedents and won international recognition and awards.

Past Success:

The first **Sky's No Limit – Girls Fly Too!** event took place at the Yellowknife Airport - Yellowknife, NT in March 2012 and set a world precedent as the largest single outreach event of its kind. 1,500 people participated and 421 females were introduced to flight in a small aircraft. In 2013, participation in Yellowknife grew to 2,300 and 634 females of all ages were introduced to flight. In 2014, the event moved to BC's Langley Regional Airport, expanded to include a broader spectrum of Aviation and Aerospace and again set a world precedent. Over 6,000 participated and 1,310 females flew for the first time.

The 2015 and 2016 events were held at the Abbotsford International Airport, Abbotsford BC and expanded to include Space, Marine and Defence. To date our unique hands-on outreach events have directly touched the lives of over 30,300 people and 5,681 females of all ages have experienced the magic of first flight in a small aircraft. Our events, including the free flights are always free to ensure there are no barriers to participation – thanks to the support of industry and community partners.

Brazier is a professional pilot from the Lower Mainland, BC and she holds Airline Transport Ratings for both Aeroplanes and Helicopters. With over 24 years of flying experience, Brazier has enjoyed a diverse career flying across Canada, US and the Caribbean on wheels, floats, skis and skids as well as two-crew operations in both aeroplanes and helicopters.

Contact information:

Kirsten Brazier, Founder
The Sky's No Limit – Girls Fly Too!
(604) 210-4033
kirsten@girlsfly2.ca
www.girlsfly2.ca



 The Sky's No Limit
Girls Fly Too!



 @GirlsFly_Too



the SKY'S NO LIMIT
Girls fly too