

**For Immediate Release:**

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## **Girls Fly Too! Lands in Chinatown with Kilts and Scotch**

**The Sky's No Limit - Girls Fly Too! honoured to participate in Chinatown's famous New Year parade**



Vancouver, BC- January 28, 2016 – Spring Festival Parade organizers have extended a special invitation to bring The Sky's No Limit – Girls Fly Too! outreach initiative to their community and welcome in a New Year of gender and cultural diversity.

*“Prime Minister Justin Trudeau has raised the Canadian standard for gender and cultural diversity in the federal government and we’re excited to encourage these same values within our community.”* said Chinese Benevolent Association of Vancouver Vice President and Chief Coordinator, Spring Festival Parade Jun Ing. *“The Sky’s No Limit – Girls Fly Too! outreach events are an excellent opportunity for females of all ages to be inspired and to realize their true potential.”*



On February 14, 2016 The Sky's No Limit – Girls Fly Too! intends to celebrate Chinese New Year in exceptional style with their signature helicopter escorted by the renowned Seaforth Highlanders regimental band and Shot of Scotch Vancouver contemporary highland dance troupe.

**The Sky's No Limit - Girls Fly Too!** is an outreach initiative with a goal to address gender and cultural diversity in Aviation, Aerospace, Marine and Defence. A unique hands-on approach captures the interest and attention of the missing female demographic. *"From shop floor to top floor, we're inspiring future leaders!"* says Kirsten Brazier, Founder.

On March 12-13, 2016 over 15,000 participants from around BC and beyond are expected at the Abbotsford International Airport, Abbotsford, BC for the fifth annual outreach event held during the week of International Women's Day.



Free flights are offered to female first-time fliers of all ages to draw the females to the airport and pique their interest in further exploring the hands-on ground activities. Visit [www.girlsfly2.ca](http://www.girlsfly2.ca) for more information about the free flights. As well, all participants (male and female) are encouraged to try their hand at many aviation, aerospace, marine and defence activities. Civilian and non-civilian agencies and VIPs will be on hand with aircraft and ground support/tactical vehicles to explore.

The event is open to the public and families are welcome, including the guys! The events are completely free to ensure no barriers to participation. This is thanks to the generous support of industry and community partners such as the University of the Fraser Valley; Teck Construction; Government of British Columbia, Ministry of Jobs, Tourism and Skills Training; Abbotsford International Airport, Vancouver Airport Authority, Cascade Aerospace, BCIT and Bert's Electric.

**The Sky's No Limit – Girls Fly Too!** events are part of an outreach initiative founded by BC pilot Kirsten Brazier in 2012. Events are held annually during the week of International Women's Day and in celebration of past, present and future women in Aviation, Aerospace, Marine and Defence. Events organized by The Sky's No Limit – Girls Fly Too! have won several international awards and already set three world precedents as the largest single outreach event of their kind.

Despite the best recruiting and retention efforts of many, the number of women in technical and top executive/command areas in aviation, aerospace, marine and defence remains appallingly low.

Out of 24,505 professional pilots in Canada, only 5.5% of them are women. Out of 19,601 aircraft engineers, only 2.8% of them are women. Less than 3% of the technical/top command positions in the Canadian Forces are women.

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, male and female alike are affected by this perception message, which is continually reinforced by observation (lack of change), media, social media and advertising.

Brazier is a professional pilot from the Lower Mainland, BC and she holds Airline Transport Ratings for both aeroplanes and helicopters. With 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.

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