



PARTICIPATION 2019

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

The Sky's No Limit - **Girls** Fly too!

Aviation, Aerospace, Marine & Defence Outreach Event

In celebration of the week of International Women's Day and past, present and future women in Aviation, Aerospace, Marine & Defence

October 5-6, 2019

9:00 am - 5:30 pm

Abbotsford International Airport, Abbotsford, BC





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ABOUT THE EVENT

The Sky's No Limit – Girls Fly Too! annual events are the cornerstone of a gender diversity outreach initiative founded by BC pilot, Kirsten Brazier in 2012. What began as an aviation event in Yellowknife, Northwest Territories has since evolved into the world's largest outreach event of its kind in Aviation, Aerospace, Marine and Defence. The event has been proudly hosted by the Abbotsford International Airport in British Columbia, Canada since 2015.

Traditionally held annually during the week of International Women's Day, the 2019 event will be held on October 5 - 6, during the week of International Day of the Girl. Our unique, hands-on outreach events have directly touched the lives of over 67,300 participants and 9,172 girls and women of all ages have experienced the magic of first flight in a small aircraft. Our events, including the introductory flights, are always free to ensure there are no barriers to participation. This is thanks to the generous support of agency, industry, education and community partners working together to improve gender and cultural diversity in high tech fields.

Out of 25,482 professional pilots in Canada, only 6% of them are women. Over the past few years the number of Canadian women licensed as aircraft engineers declined from 2.7% to 2.3%. Women account for only 4% of the technical trades and less than 3% of the top command positions in the Canadian Forces.

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 girls and women of all ages with fun, interactive, and hands-on introductions into STEM (science, technology, engineering and math) based fields.

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

We welcome all ages at our annual events. In many cultures elders are the leaders within the community. Therefore we encourage elders to be a part of the discovery experience so they will share this incredible experience with other women in their community. We encourage 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 women and girls as they 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!

YOU CAN HELP!

It takes an incredible amount of people, time and resources to organize an event of this magnitude, and at the rate we're growing we're always short on all three! Aside from our official partnership categories, we're always looking for cash and in-kind community contributions of any size, that will help towards the event and keep it free for everyone. We recognize these important donations in various ways, and you can feel good knowing you helped a great event become even better!

What is it we need? The list is too long to include, but here are some examples: food for our volunteers, waste and recycling services, consumables to help our fundraising kitchen, computers, internet service, office supplies, advertising, social media support, printing & signage, propane, fuel, transportation, accomodation, volunteer rewards and so on.

Our greatest expense are the free flights - we'd love to be able to fly more girls & women and inspire them with exciting possibilities for their futures. Maybe you, your group or your buisness would like to sponsor a helicopter for an hour, a day or even the entire event? Or perhaps you would like to help out with the fuel? Possibly you could connect us with a helicopter (3+ passenger capacity) and pilot willing to donate their time and aircraft.

If you can help, or would like more information about our needs, please reach out to info@girlsfly2.ca. We always need more volunteers - you can find out more at: www.achieveanything.ca/volunteer.html.



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HIGHLIGHTS

FREE Flights for Girls & Women (all ages)

Our signature annual events honour past, present and future female leaders from shop floor to top floor in Aviation, Aerospace, Marine & Defence. Despite the incredible opportunities available in these high-tech fields, the female demographic remains conspicuously absent. Our events employ a unique, hands-on approach to pique the interest of our target audience and create a network of experience and awareness of new possibilities.

To attract more girls and women to the airport and get them excited to explore the event, we offer free introductory flights for hundreds of girls and women. We rely on the support of industry partners and community donations in order to be able to provide this precious gift to participants.

There is no minimum or maximum age, and we encourage female friends and/or family to enjoy the flight together. The first flight experience is incredible beyond words and when the fliers land they are intrigued to learn more!

The free flights are reserved for girls and women of any age, who haven't flown in a small aircraft before. Government-issued identification and signed guardian consent/waiver are required. For more details, including how to register in advance or on-site, please visit: www.girlsfly2.ca.



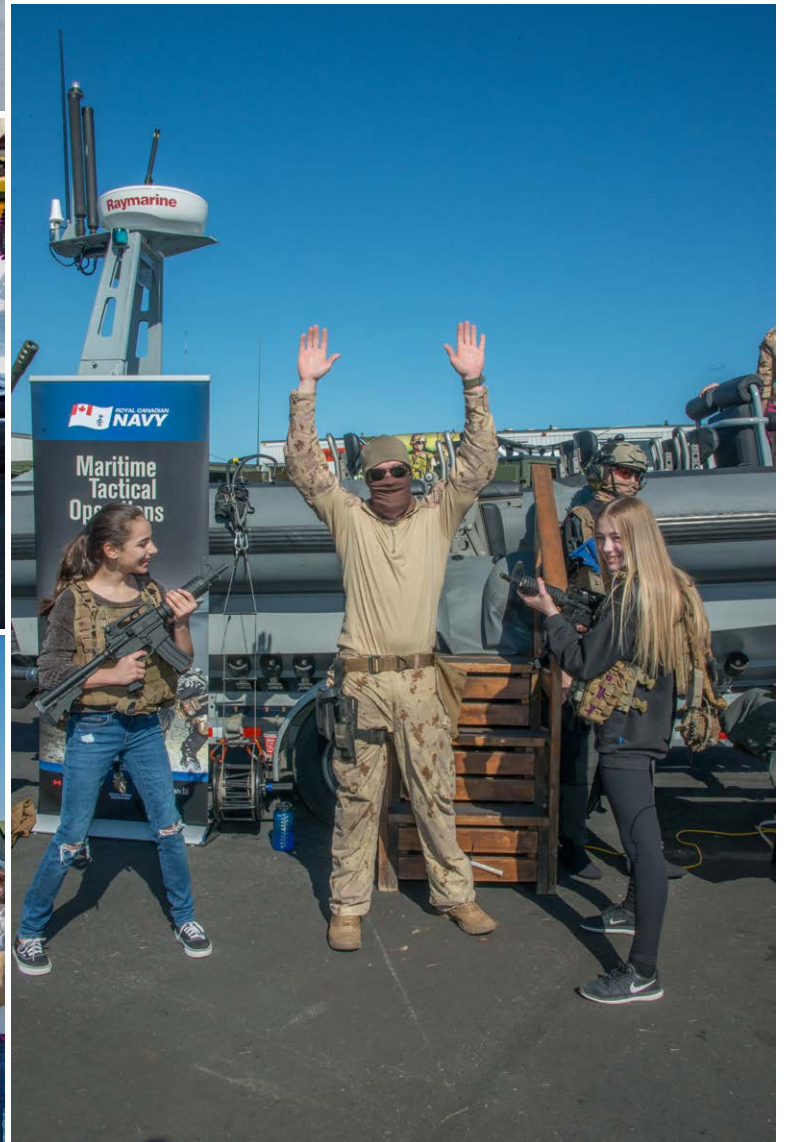
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Notable VIPs & Fun, Hands-On Activities - Open to everyone.





Aircraft, Tactical Vehicles and Displays

Open to everyone.

An incredible variety of civilian and non-civilian aircraft, tactical vehicles and ground displays are available to explore. Flight crews and exhibitors will be on hand with their equipment to answer participant questions and facilitate exploration between 9:00 am to 5:30 pm each day.

All participants are encouraged to engage in this unique opportunity for an inside look into the various aspects of Aviation, Aerospace, Marine and Defence. There will be plenty of photo and video opportunities so bring your camera and take those selfies!



TREASURE MAP GRAND PRIZE

Open to everyone.

To guide participants through the event and excite them to explore all the displays, we encourage everyone to complete the treasure map for a chance to win a grand prize. Platinum/Gold/Silver partners and agency partners are featured as key destinations on the map. Participants must locate and engage with each exhibitor to earn credit for having visited. Partners featured on the treasure map have some discretion over what participants must do to earn this credit; for example: answer three questions about their display/activity, play a game, find a hidden clue, etc.

Maps are included within the official event program and made available to all participants at key locations throughout the event. Partners are encouraged to help distribute the event program and promote the contest. In order to be eligible for the grand prize draw, participants (any age, any gender) must present the completed treasure map at the designated Treasure Map station and fill out a ballot. Only one entry per participant is permitted. Due to printing lead times, partners who wish to be included on the treasure map must commit financially no later than September 16, 2019.



PRESS

Our events are 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 agencies.



EVENT SCHEDULE*

*Note: Times subject to change for operational considerations.

October 5, 2019

- 09:00 Interactive displays open, hands-on activities and free flights begin
- 10:00 Highlight activity
- 11:00 Opening ceremony followed by press conference (Platinum and Gold Partner speeches)
- 12:00 Highlight activity
- 14:00 Highlight activity
- 17:30 Static display closed

October 6, 2019

- 09:00 Interactive displays open, hands-on activities and free flights begin
- 10:00 Highlight activity
- 12:00 Highlight activity
- 14:00 Highlight activity
- 17:30 Event ends



ACHIEVE ANYTHING FOUNDATION

Given the exponential growth of our annual events, and the widespread gender diversity problem that persists in high technology fields, it became clear we needed to expand our approach. The Achieve Anything Foundation was formed in 2016 to develop and implement year-round events, projects and programs of lasting value towards inspiring female future leaders in STEM and STEM-based fields such as Aviation, Aerospace, Marine and Defence. The Achieve Anything Foundation is a federally incorporated not-for-profit.

In addition to our annual *The Sky's No Limit – Girls Fly Too!* events, the Foundation spearheads *Operation This IS You!*, a series of hands-on experience events held in the native environments of our agency and industry partners. We're also working on *Project STEM Girl*, an out of this world project that will revolutionize the way industry recruits girls and women into STEM.

Beyond what we are today and projects we are developing for tomorrow, we're also working towards the following:

- **ESTABLISH BASELINE / MEASURE PROGRESS:** As we grow, we're working on ways to better track the benchmark statistics of women in our STEM-based, target industries; particularly those in technical and leadership positions. Then, over the long-term, our goal is to correlate the effect of our initiatives on improving these numbers.
- **MENTORSHIP PROGRAMS:** Beyond inspiring new possibilities, we recognize the need to work with agency and industry partners to develop a network of available mentors. By providing access to this mentoring connection, those participants inspired by new possibilities will have the best chance for success.
- **INTEGRATION:** Beyond simply inspiring new recruits, we have identified that to improve the retention of women in STEM, a team-based approach towards integrating the incoming population is needed. Including the existing population is critical to success. We're working on ways to address this with our agency and industry partners.

Websites: www.achieveanything.ca // www.girlsfly2.ca

Facebook: [@AchieveAnythingFoundation](https://www.facebook.com/AchieveAnythingFoundation) // [@SkysNoLimitGirlsFlyToo](https://www.facebook.com/SkysNoLimitGirlsFlyToo)

Twitter: [@AchieveGirl](https://twitter.com/AchieveGirl) // [@Kirsten_GF2](https://twitter.com/Kirsten_GF2)

Instagram: [@Achieve.Girl](https://www.instagram.com/Achieve.Girl) // [@Kirsten.GF2](https://www.instagram.com/Kirsten.GF2)



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