

Caring for the Communities We Serve.

Here For You Now.



On behalf of all of us at Perimeter Aviation and Bearskin Airlines we want to thank you for your business. Your support is what allows us to continue to serve you daily during this Pandemic.

Unlike major airlines, we fly into smaller communities and cities including many remote northern locations which can only be accessed by air most of the year. As an essential service, our employees have been on the job since the beginning of the COVID-19 Pandemic transporting vital medical supplies, critical goods, and individuals to the places they need to be.

While we are seeing a much reduced demand as health and government officials discourage non-essential travel and communities seek to control passenger flow, we are fully committed to continue operations given the essential services we provide to support food security, health and commerce.

Here for You When You Are Ready to Fly Again.

As health and government officials open our economy again and communities open the flow of people into their communities or if you are flying now for essential reasons, we want you to know we are caring for you today and tomorrow in a number of ways.

- 1) **Ensuring Your Safety**
- 2) **Flexible Ticket Rules**
- 3) **Making It More Affordable to Start Flying Again**
- 4) **60 Other Ways We Care!**

Here for You the Last 60 Years.

— Nick Vodden
President and CEO, Perimeter Aviation



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1) *Ensuring Your Safety*

We recognize that COVID-19 has brought cleanliness and hygiene standards to the front of your mind when making travel decisions. Safety is always our top priority and right now we have intensified our focus on preventing the spread of the virus and to contain any potential infection. We want to keep you safe!

We have been meticulously following and where possible exceeding the guidance of the appropriate health authorities and best practices as it relates to the prevention and containment of communicable diseases. Our airline was amongst the first airlines to adopt a preboarding questionnaire as part of our enhanced screening procedure to protect our employees, customers, and communities. Subsequently, we have developed many other policies and procedures. Some of these policies and procedures are detailed below.

- All aircraft are fogged between flights using an Ultrasan solution that kills 99.9% of germs and is 100% human, animal, and food safe.
- Physical distancing at airport counters.
- Dual temperature checks are performed at all major airports including use of an infrared thermometer at check-in and again using a thermal camera preboarding.
- Our employees conduct a health self-assessment at the start of their shift including temperature check.
- Protective plexiglass has been added to many of our airport stations.
- Our passengers are required to wear face coverings and our front-line staff also wear masks when interacting with customers.

We have received positive feedback from customers and the government on the efficacy of our enhanced procedures.



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2) *Flexible Ticketing*

Perimeter Aviation (including Bearskin Airlines) has refunded more than \$1 million worth of tickets since January 1, 2020. Much of these refunds have been related to the COVID-19 Pandemic and associated cancellation of flights. For maximum flexibility we always recommend refundable tickets be purchased, but during the COVID-19 Pandemic for a limited time, we are waiving change and cancellation fees.

For tickets purchased prior to July 31, 2020 for travel between March 1, 2020 and December 31, 2020:

- Change or cancel flight at least 2 hours prior to departure once with no fee.
- Refundable tickets – refund with no fee or transferable travel credit to be used within 12 months from date of issue.
- Non-Refundable tickets – transferable travel credit to be used within 12 months from date of issue.

3) *Making it More Affordable to Start Flying Again*

As health and government officials open our economy again and communities open the flow of people into their communities, we want you to know we are making it more affordable to start flying again. For all reservations made between June 1, 2020 and July 31, 2020, we guarantee your advance booking fare (booked a minimum of 7 days in advance and 10 days or more on Bearskin branded routes) will be lower than any regular published fare offered prior to COVID-19 Pandemic. This allows you to plan now to travel in the near term as more and more people start flying again.

In addition, follow up on Facebook or sign up to our email database to be notified of upcoming seat sales! You will want to take advantage of our **60th Anniversary Seat Sale** and other sales planned for later this year.



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Here for You the Last 60 Years.

4) *60 Other Ways We Care!*

Since 1960 Perimeter Aviation has been caring for the communities we serve. Although our primary focus currently is on enhanced safety associated with the COVID-19 Pandemic, we have been caring for our communities in many ways for many years!

As we celebrate our 60th Anniversary in 2020, we want to share 60 ways that we give back to and care for the communities we serve.

Winnipeg Blue Bomber Games

Heading into the fourth year, Perimeter Aviation has brought more than 1,500 youth from Northern Manitoba and North Western Ontario to participate in a once in a life time opportunity to watch a CFL Winnipeg Blue Bomber Game. Youth and Chaperones from communities Perimeter serves are brought down for a VIP Experience which includes air travel, hotel stay, food, merchandise and a meet and greet with the bombers!

Bearskin Airlines Hope Classic

The Bearskin Airlines Hope Classic is a curling bonspiel for women, which raises money to fight Breast Cancer. Bearskin Airlines has been the title sponsor of this event since its inception in 1997. All money raised stays in Northwestern Ontario and is donated to the Northern Cancer Research Foundation in Thunder Bay for breast cancer research. \$123,000 was raised in 2019 bringing the total raised to date to \$3,270, 500.

Winnipeg Jets Program

Finishing the second year of the Winnipeg Jets Program, Perimeter provides a VIP Experience for youth to travel to Winnipeg to watch a Winnipeg Jets Game. Air travel, food, hotel, press box tour and box seating for the group are provided while the youth get to cheer on our favourite hockey team!



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Bearskin Airlines Charity Golf Tournament

22 years ago, Bearskin Airlines started the Bearskin Airlines Charity Golf Classic in Sioux Lookout as well as other communities served. All the proceeds of this annual event in Sioux Lookout are donated to the Sioux Lookout Meno Ya Win Health Centre Foundation which serves the needs of Sioux Lookout and many of the First Nations communities served by Perimeter Aviation.

Sounds of the Seasons – Food to Northern Communities

For the third consecutive year, Perimeter Aviation / Bearskin Airlines have partnered with CBC Radio in Northwestern Ontario with the same goal as previous iterations: gather as much donated food as possible, and fly it up to remote northern communities, just in time for Christmas. This initiative is in keeping with our Healthy Living pillar and the communities that benefit change from year to year. In 2019 we delivered food items to Sandy Lake, Pikangikum and North Spirit Lake.

NAN Business Awards Major Sponsor

Bearskin Airlines has been a Major Corporate Sponsor of the Nishnawbe Aski Nation Business Awards for the 29th consecutive year. Our support from the inception of these awards is related to our long-standing commitment to supporting the development of First Nations business throughout Northern Ontario. We understand that as our customers succeed in business, everyone in Northern Ontario benefits. And we further understand that our First Nations customers are among our most loyal supporters.

Outside Looking In

Everybody dance now! Perimeter is dedicated to stay-in-school programs! Outside Looking In is an experience offered to students to be a part of a community dedicated to learning new dances and performing. Every year, Perimeter is proud to offer discounted travel for groups travelling to Toronto to do their yearly performance.



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Northern Ontario Business Awards Major Sponsor

As Northern Ontario's leading business airline, we are proud of our long-term history as a major corporate sponsor of this major business event. Although many of our customers fly for business, we also believe that the success of business in the communities we serve provides for many employment opportunities for our customers, family, and friends.

Community BBQs

Perimeter Aviation travels to more than 20 communities throughout the summer season with their BBQ and food for the entire community! Anywhere between 300 and 1,500 people are served in a day, depending on the community size. Prizes are provided with an excellent opportunity for everyone to gather for an afternoon!

Hope Air

Hope Air is Canada's only national charity providing Canadians in financial need with free travel to medical care far from home, for all ages and medical needs. Since 1988 Bearskin Airlines has been a valuable Hope Air partner by getting thousands of Canadians to the medical care they need. In 2010 and again in 2019 Bearskin was recognized for the Outstanding Philanthropist Award. The Award recognizes the exceptional contribution Bearskin Airlines has made to the Hope Air mission. From 2008 – 2018 Bearskin provided nearly 2,000 donated flights for Hope Air patients.

Fishing Derbies

Who doesn't love a good competition? Especially when it involves fishing! Perimeter Aviation is a proud sponsor of numerous fishing derbies throughout the year in many of the communities we serve, offering different prizes catered to each event.

Milk Program

Got Milk? Perimeter understands how important milk is to a child's diet, especially in their early years. We are proud to exclude milk and baby formula from our maximum free baggage allowance to offset the high prices of milk and baby formula in the north.



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The Robb Nash Project

Robb Nash has been a huge part of Perimeter Aviation's support for Mental Health Awareness. Rob and his group play music, tell stories and talk about the struggles today's youth face: Bullying, Addiction, Self-Harm and Suicide Ideation. We have flown Robb and his band to many communities over the years to assist in the inspirational concert Robb and his team perform to aid in suicide prevention.

North of Superior Film Association Film Festival

There are so many options now for watching the films with all the buzz, many of which involve staying at home, but there are some cinematic works that just need to be experienced on the big screen. The North of Superior Film Association (NOFSA) has been providing Northwestern Ontario and Thunder Bay with artful and insightful film experiences since 1993 and Bearskin Airlines has been a proud sponsor of the Annual NOFSA Festival since inception.

Perimeter Cup

Every year Perimeter sponsors the Perimeter Cup Hockey Tournament in a different community. This event brings together hockey teams and community members from all over Manitoba and North Western Ontario to participate in the tournament. Prizes are provided, trophies are handed out and fun is had by all. This past year, Perimeter Cup was held in Red Sucker Lake. Look out in February 2021 for the next tournament!

Wake the Giant!

We were very pleased to join the Wake the Giant Movement in 2019 and have already committed to our ongoing participation. Wake the Giant is a cultural awareness project in Thunder Bay, Ontario that identifies inclusive spaces throughout the city, while committing businesses and organizations to share education and resources with employees, staff and the community at large, with a goal to be more welcoming to Indigenous people. Our participation includes placement of the Wake the Giant logo on the back wall of our Thunder Bay Airport counter and on all Bearskin branded Metroliners. In addition, we provided complimentary editorial in our summer issue of Connecting Horizons Magazine and additionally we donated a portion of every ticket sold last fall between Thunder Bay and Sandy Lake, Pikangikum, North Spirit Lake, Weagamow, Deer Lake and Sachigo.



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Flight to the North Pole!

Merry Christmas from Bearskin Airlines! Each year, Bearskin Airlines partners with local radio stations in Thunder Bay, encouraging youth to write to Santa, telling him what they want for Christmas and whether they have been naughty or nice! A group is selected each year to take a flight to the north pole to meet Santa!

Santa Express

Every winter Perimeter and MKO team up to bring Santa and presents to communities throughout Manitoba. Perimeter donates all the freight and flights to ensure that Santa can make it to his destinations. Children in the community can come out and tell Santa what they would like for Christmas as well as get a small treat with their visit. Every year we look forward to seeing the smiling faces on the children's faces!

Community Allotments

Perimeter is committed to sharing our success with our partner communities! Community Partnership Agreements (CPAs) provide Chief and Council with monthly Community Ticket Allotments based on the previous month's air travel to address the needs of their community.

Bearskin Airlines Skip to Equip

Bearskin Airlines has been the title sponsor of the Bearskin Airlines Skip to Equip Classic in Sioux Lookout since its inception 9 years ago. This curling bonspiel for women raises money for the Sioux Lookout Meno Ya Win Health Centre Foundation which serves the needs of Sioux Lookout and many of the First Nations communities served by Perimeter Aviation and Bearskin Airlines in Northern Ontario. In 2019 a record \$80,000 was raised bringing the total to \$625,000.

Career Fairs

Perimeter participates in career fairs across Canada to inspire future Pilots, AMEs, Flight Attendants, ground support and more to come and join our team! We are dedicated to growing the aviation employment as we employ over 800 employees across Manitoba and North Western Ontario.



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Animal Rescues

Offering discounted cargo rates related to animal rescues, shipping kennels or animals to any of our main hubs has allowed Perimeter to aid in the rescue of thousands of animals throughout the years. This gives rescues the opportunity to put their donated funds to the health and care of the animal being brought into their care as opposed to transportation.

3Nolans Hockey Camps

Offering hockey camps to youth across Canada, the 3Nolans are at the top of their class to help instruct youth on the rules and strategies of hockey. Ted, Brandon and Jordan Nolan all have experience in the NHL. Perimeter is proud to offer flight discounts to ensure that the 3 Nolans can travel throughout the north to make an impact on youth.

Promoting Tourism, Business Development and Community Awareness

Perimeter Aviation is acutely aware of the benefits of Promoting Tourism, Business Development and Community Awareness as it relates to the communities we serve, and we have been doing it for many years via our inflight magazine, *Connecting Horizons* (formerly *Bear Country*).

Home Delivery Program

The home delivery program is offered in seven communities that Perimeter serves, bringing food mail from Winnipeg Cargo directly to your front door! Perimeter is dedicated to providing community members with affordable, healthy groceries that will be delivered to you! Visit www.perimeter.ca for more information.

Christmas Turkey Discounts

Gobble, Gobble, Gobble! Over the Christmas season, many turkeys are flown across both provinces and Perimeter is pleased to get Christmas dinner to the communities we serve by offering special cargo rates to organizations sending turkeys into communities.



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Bill Wehrle Scholarship

Perimeter Aviation's Scholarship Program is named after the late Bill Wehrle, a pioneer in Manitoba aviation and founder of Perimeter Aviation. Mr. Wehrle started Perimeter Aviation in 1960 as Canada's first private Instrument Flight Rating (IFR) School. His vision and determination laid the foundation for his company to grow from a one-person operation to become one of Canada's most successful regional airlines. Along the way, he personally logged more than 30,000 hours of flying time while his company provided the foundation to launch many aviators into aviation careers across Canada and around the world. Together with honoring the late Bill Wehrle, this scholarship program has been created to provide financial assistance and encouragement for Indigenous students looking to join the exciting field of aviation including career option such as Pilot, Aircraft Maintenance Engineer or part of a management team.

Supporting Nursing Stations

Working closely with the nursing stations, we are continuously expanding our service to offer the best support for all medical bookings. From the online booking tool for referral clerks to our team working diligently to ensure all patients make their appointments. Perimeter knows that medical travel is essential to the northern communities we serve.

School Sport Tournament Discounts

Perimeter understands how important it is to provide northern youth the opportunity to participate in sporting activities. We are proud to offer group discounts to multiple school sporting tournaments throughout the year, from Basketball, Track and Field, Volleyball and more!

Connecting Horizons Magazine

Connecting Horizons Magazine is the inflight magazine of our airline. We feature many stories about the communities we serve designed to educate our readers and keep them informed. Do you have a great story about your community? You can submit it for consideration in an upcoming issue. Send your ideas to pgresham@bearskinairlines.com.



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