



AIRLIFT

INSIDER

JULY 2009



CITATION SPECIAL OLYMPICS AIRLIFT 2010

2010 Airlift is one year away

This time next year, athletes from across the country will be gathered in Lincoln, Neb., for the 2010 Special Olympics USA National Games. Many will only be able to make it to the games with your help.

Cessna is actively recruiting 325 aircraft to transport about 2,000 athletes and coaches from across the country to Lincoln on July 17 and return them to their home base on July 24. I hope you'll consider giving a Special Olympian a lift by donating your Citation business jet(s), pilots and fuel.

Efforts like the Citation Special Olympics Airlift – the largest peacetime airlift in the world – too often are overlooked when considering the value of business aviation to our communities.

During the first half of this year, I spent a great deal of time defending the use of business aircraft. In addition to explaining that the General Aviation industry employs more than 1.2 million people in all 50 states and contributes \$150 billion annually to the U.S. economy, it's important to highlight our humanitarian efforts.

Volunteer pilots fly more than 118,000 hours each year on charitable and medical missions – disaster relief, shipping food, delivering medicine and clothing where it's needed, transporting patients and organs for life saving medical procedures and volunteer transportation for so many great causes.



Despite the challenging global economic conditions, Cessna remains committed to planning and coordinating this event because it's the right thing to do. Now more than ever, our industry and the athletes need the lift that can be provided by the Airlift.

Jack J. Pelton
Chairman, President & CEO

“ Now more than ever, our industry and the athletes need the lift that can be provided by the Airlift.”

At a glance

- 325 Citations needed
- July 17 & 24, 2010
- Transporting 2,000 athletes



Everybody needs a lift now and then...



General Mills signs up for sixth Citation Special Olympics Airlift

Participating in the Citation Special Olympics Airlift has provided wonderful stories and great memories for General Mills employees since 1987. That's why the Minneapolis-based company has been in every one of the airlifts coordinated by Cessna and has already committed to the 2010 event in Lincoln, Neb.

"Cessna's Airlift ties in nicely with the General Mills culture and our corporate values. It has been a positive experience for everyone involved," said Neil Brackin, the company's director of Air Transportation. "In fact, there will be a battle over who gets to go in 2010. We'll try to get as many people involved by using different crews on each leg of the trip and sending some employees to volunteer on the ground in Lincoln."

For more than 20 years, General Mills has had an all-Citation flight department. The company currently operates two Citation X business jets and a Citation VII. Neil estimates about 90 percent of General Mills' missions are domestic, and typical missions are plant visits and customer meetings for personnel at all levels.

"We have a long history with Cessna so clearly we are very happy with the products and support we receive. From our interaction with Cessna's sales team to the delivery process and then product support, our experience with Cessna has always been top notch," Neil said.

The Citation Special Olympics Airlift experience is no exception, Neil adds.

"It's amazing how smooth this event runs.

You've got hundreds of Citations landing within minutes of one another, baggage handling, transportation for everyone, fueling, getting flight plans logged. All the credit goes to Cessna and the volunteers on the ground," he said. "We are very appreciative of Cessna and Textron supporting this event and organizing the



Citation customer base. We feel privileged to be a part of such a rewarding event."

In 2006, Neil piloted a General Mills Citation X to take participants from Fargo, N.D., to Des Moines, Iowa – site of the Special Olympics USA National Games.

"Not only is this a great thing to do for the athletes, the coaches and chaperones accompanying them are very appreciative," Neil said. "They spend weeks, months, years getting the athletes ready and the Airlift allows them to concentrate on having fun with the athletes instead of worrying about getting everyone to the games safely."

General Mills is looking forward to proudly adding a sixth medallion to the Citation X that will make the trip, indicating the number of airlifts the company has flown.

"There is no more rewarding trip that you will ever make in your career than to fly coaches and athletes in the Citation Special Olympics Airlift," Neil said. "You will be rewarded multiple times over, not only the personal feeling of making a difference but also in goodwill in your business community."

The group that flew aboard General Mills' Citation X in the 2006 Airlift.



GENERAL MILLS

About General Mills

One of the world's leading food companies, General Mills operates in over 100 countries and markets more than 100 consumer brands, including Cheerios, Häagen-Dazs, Nature Valley, Betty Crocker, Pillsbury, Green Giant, Old El Paso, Progresso, Cascadian Farm, Muir Glen and more.



A look back... at the 2006 airlift to Des Moines

While it was not the largest of the five previous Citation Special Olympics Airlifts, the most recent edition ran smoother than ever according to organizers and volunteers.

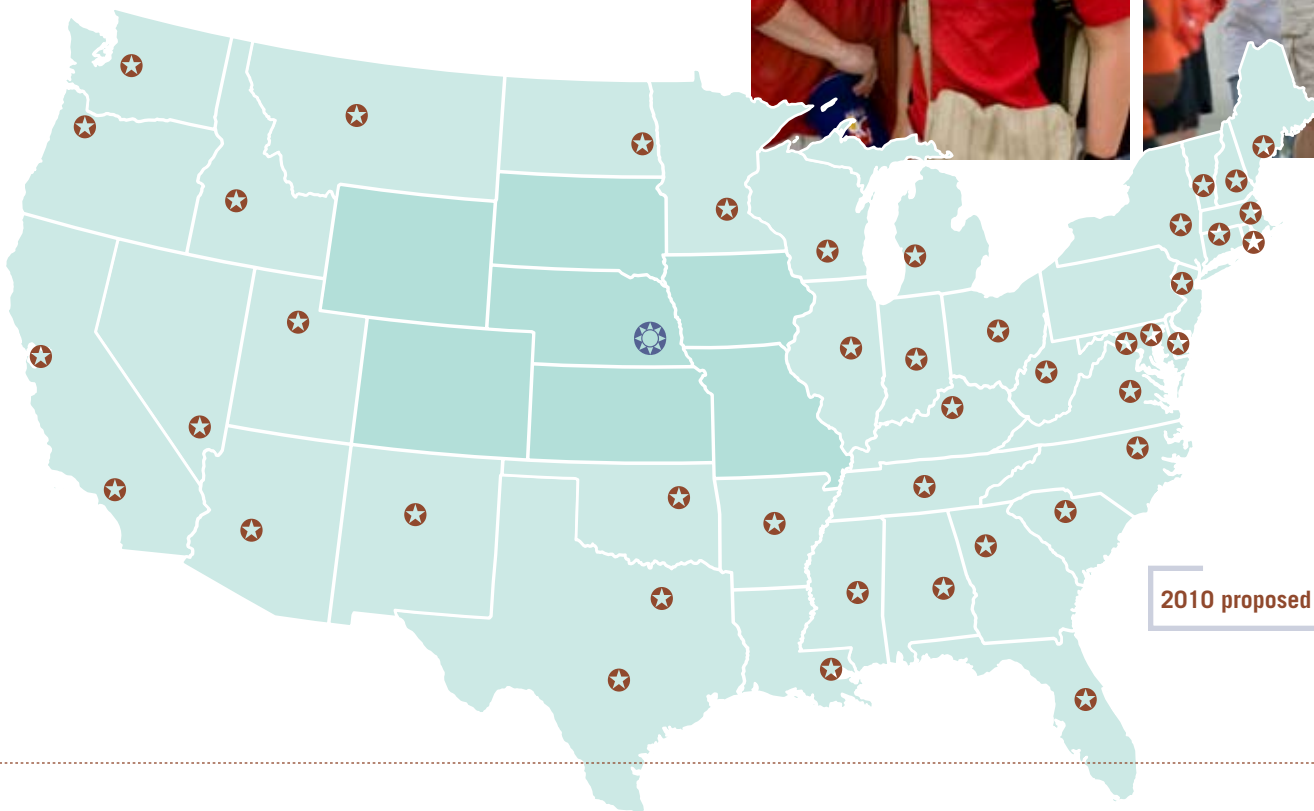
In 2006, 235 Citations transported about 1,500 athletes and coaches to Des Moines, Iowa, for the games. They came from 28 states, 40 departure points.

Having 1,000 volunteers – the most in airlift history – helped improve the orderliness of the event. But it's not just volunteers who make this event a success; it takes the combined efforts of Citation owners and operators, the local airport authority, the FAA Command Center, aviation support services at the local airport and a ground logistics team coordinated and supported by Cessna Aircraft Company staff.



2006 airlift by the numbers:

- 235 owner participants
- 1,071 volunteers
- 1,500 passenger athletes and coaches
- 2,000 cookies
- 4,000 ice cream treats
- 89,000 gallons of fuel
- 1,000,000+ smiles



2010 proposed departure points

The Special Olympics story

The Special Olympic Games began in 1962 at the home of Eunice Kennedy Shriver, where she started a day camp for people with intellectual disabilities. Shriver believed that people with intellectual disabilities deserved the same opportunities and experiences as others. So she invited 35 children to Camp Shriver in Rockville, Md., to explore their talents in recreational sports and activities.

Camp Shriver became an annual event at universities, recreation departments and community centers. Within a few years 32 camps served 10,000 children across the country.

In 1967, teacher Anne Burke began organizing a proposal for a citywide track meet modeled after the Olympics to raise awareness about the Camp Shriver program. Shriver saw the potential, and expanded the program to include more sports and more athletes.

Six years after its conception, Shriver's day camp turned into a global movement with the first International Special Olympics Games

on July 20, 1968, at Chicago's Soldier Field. More than 1,000 athletes from Canada and 26 U.S. states participated, giving people with intellectual disabilities "the chance to play, the chance to compete and the chance to grow."

Special Olympics is now an international nonprofit serving 2.5 million people with intellectual disabilities in more than 180 countries. The organization provides the athletes continuing opportunities to realize their potential, develop physical fitness, demonstrate courage and experience joy and friendship. Special Olympics offers year-round athletic training and competition in Olympic-type sports, including the USA National Games held every four years.



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Safety, quality of experience is focus of Citation Airlift

Making the Citation Special Olympics Airlift a safe and rewarding experience for all participants – athletes, chaperones, volunteers and flight crews – is key to the success of the world's largest peacetime airlift.

Ensuring that focus takes the collective effort of everyone involved including Cessna employees, Citation owners and pilots, the Federal Aviation Administration, on-site airport officials, local fixed base operators, hundreds of on-the-ground volunteers and the Special Olympics organization.

A small group of Cessna employees work on planning the Airlift and incorporate it into their job. Many other Cessnans volunteer to assist on the arrival and departure days by taking on tasks such as marshalling, tugging aircraft, escorting athletes, staffing hospitality areas, vehicle/baggage handling and much more.

Joe Berger is a 10-year Cessna employee who works in Service Center accounting, who volunteered for the 2006 Airlift because he was proud to be able to represent Cessna on a national level and eager for the opportunity to interface with customers, pilots and athletes.

"The biggest reward was to know that in some small way, I was helping the athletes and making the Airlift a good experience for our Citation owners," said Joe, who worked on the event's return date by loading baggage onto airplanes.

"It's awesome that Cessna and our Citation owners do this. The whole experience is wonderful for everyone involved."

"It was an amazing sight to see all of the Citations flying into Des Moines," he said, "and to think that behind each airplane there was an owner donating the plane for the day. All the generosity was incredible."

Kammy Rapier is a nine-year Cessna employee who works in Human Resources as a Six Sigma Master Black Belt. In 2006, Kammy greeted the flight crews and athletes when they landed in Des Moines.

"The athletes step off the airplane smiling ear-to-ear," she said. "It's truly a life event for these athletes, and without the Airlift some of them would not get to participate in the games. It's awesome that Cessna and our Citation owners do this for them. The whole experience is wonderful for everyone involved."



How to volunteer

Don't delay your decision. Your early commitment helps with logistics from manifesting passengers to sequencing your arrival time.

Corporations and individual Cessna Citation owners and operators in every state are needed to donate their Citation business jet(s), pilots and fuel for the 2010 airlift.



Registration is simple and exclusively online at www.airlift.cessna.com. Also on the Web site is a list of those who've already committed to the 2010 event and an updated video featuring Harrison Ford, our honorary chairman for the Citation Special Olympics Airlift.



**YOU USE YOUR CITATION
TO BUILD BUSINESS.
NOW USE IT
TO BUILD ESTEEM.**



Most owners of a fleet of Cessna Citations will transport some 1,000 athletes to and from the 2010 Special Olympics USA National Games in Liberty, Arkansas, in what will be the largest airlift effort in history. But it can't happen without your help. We need your Citations, and your pilots, to complete this historic mission. If you are the owner or operator of a Cessna Citation, please participate in the 2010 Citation Special Olympics Airlift. It promises to be an experience that will change your life as much as the athletes who board your aircraft. For more information or to register, visit www.airlift.cessna.com or call 888-LNK-LIFT.



This print advertisement is one in a series that will publish in aviation publications, encouraging Citation owners to give Special Olympians a lift by volunteering for the Airlift.



For more information:
888-LNK-LIFT (888.565.5438)
www.airlift.cessna.com



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