

AIRLIFT



INSIDER

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CITATION SPECIAL OLYMPICS AIRLIFT 2010

Special Olympians are counting on us

Kyle Muzina said it best: "If we didn't have your help, I'm not sure how we would get there. It is people like you who make it happen for athletes like me."

A gold medalist in the 2006 Special Olympics USA National Games in Iowa, Kyle has competed in eight sports during the past 13 years. At a press conference in Orlando during NBAA this past October, Kyle told us his favorite sports are golf and basketball. Kyle also told us that the greatest barrier to him and other Special Olympians participating in the national games is the cost of transportation.

That's why we pull together every four years to provide transportation to athletes and coaches across the country. The goal of the 2010 Citation Special Olympics Airlift is to recruit 325 aircraft to transport about 2,000 people.

While Cessna may be out front promoting the event, *you* keep the airlift alive. The event simply would not happen if not for the generosity of Citation owners. Despite uncertainty about the future of the world's economic environment, I'm proud to say we are sticking to what's really important to Cessna and to our customers – giving back to our communities. That's the general aviation spirit that I know and love.



Please register today for the 2010 airlift. It will be an experience that will have an impact on *your* life in addition to the athletes and families you help. If Kyle's story hasn't convinced you, watch our video at www.airlift.cessna.com.

Best wishes,

Jack J. Pelton
Chairman, President & CEO

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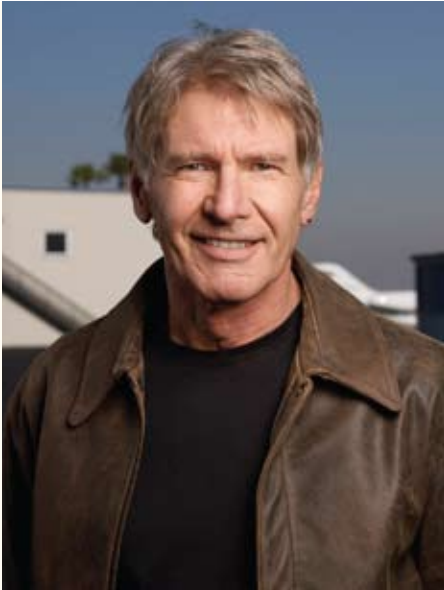
At a glance

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



Everybody needs a lift now and then...

Honorary chair Harrison Ford helps launch next airlift at 2008 NBAA event



“It’s an opportunity to do something positive and high profile to promote aviation.”

Citation owner and actor Harrison Ford joined Cessna Aircraft Company Chairman, President and CEO Jack Pelton to launch the call for volunteers for the 2010 Citation Special Olympics Airlift at a press conference Oct. 5 during the 2008 National Business Aviation Association Meeting and Convention in Orlando.

Harrison will serve as honorary chairman for the event, which pulls together corporations and individual Citation owners/operators to donate their Citation business jet(s), pilots and fuel to transport athletes and coaches to the Special Olympics USA National Games.

Cessna’s goal for the 2010 airlift is to recruit at least 325 Citations to transport 2,000 athletes and coaches from across the country to Lincoln, Neb., on July 17 and return athletes to their home base on July 24.

“We have set an aggressive goal, and I decided to ask for help in raising awareness for this event from one of our customers and a friend of mine,” Jack said of Harrison. “When Harrison answered the phone he said ‘You

aren’t going to try to sell me another airplane are you?’ But seconds after I asked him to join me for this event, he accepted.”

Harrison followed Jack’s comments at the press conference by saying, “When Jack calls, you’re lucky if he’s not trying to sell you an airplane because he’s been very successful with me in the past. I’ve been flying for 15 years and my first airplane was a Cessna. I’m the current owner of a Citation, and I’m waiting on the delivery of my next Citation.”

He went on to explain that he was delighted to be asked to help spark interest in the 2010 airlift and that he looks forward to being able to fly in the airlift as well.

“This is an opportunity for the athletes, it’s an opportunity for Cessna to demonstrate its community-minded approach and it’s an opportunity for all of us to do something positive and high profile to promote aviation in a time when aviation faces some difficulties,” Harrison said.

Jack Pelton, Harrison Ford and Kyle Muzina answer questions at the Citation Airlift press conference.





Duncan Aviation is an aircraft service provider with nearly 2,200 employees supporting the aviation needs of government and business operators and other service providers. Services include major and minor airframe inspections and maintenance, engine services, major retrofits for cabin and cockpit systems in addition to full paint and interior services and aircraft sales and acquisitions. Complete service facilities are located in Lincoln, Neb., and Battle Creek, Mich. Additional locations include more than 20 satellite avionics and seven Rapid Response facilities strategically located throughout the United States. A third full-service facility is under construction in Provo, Utah.



Jack Pelton, Robert Duncan, Harrison Ford and Kyle Muzina celebrate Duncan Aviation becoming the first operator to volunteer for the 2010 airlift.

Meet Dove No. 1 – Duncan Aviation

As a past member of the board of directors for the Nebraska Special Olympics, John Slieter was one of the first to learn Lincoln, Neb., had been selected to host the 2010 Special Olympics USA National Games.

The vice president of Sales & Design for Duncan Aviation immediately called Cessna Aircraft Company with the news and an offer that Duncan Aviation would be Dove No. 1 – the call sign given to the first Citation operator to volunteer for the Citation Special Olympics Airlift.

Duncan Aviation has been involved with the Special Olympics on the local level for years and participated in the 2006 airlift. What makes the 2010 airlift extra special is that the aircraft services provider is headquartered in Lincoln.

“Special Olympics has been a personal passion of mine for many years, and having the national games in Lincoln will allow me and many Duncan Aviation employees to be involved at a deeper level,” John said.

In addition to donating the use of a Citation, Duncan Aviation will lead the local ground logistics team and encourage its employees to volunteer for the airlift and the games.

“The Citation Special Olympics Airlift gives us an opportunity to support a charity we already believe in and to do so through Cessna, one of our strategic partners,” John concluded. “You just don’t get the excitement surrounding these events until you open the airplane doors to the athletes with huge grins on their faces. Or you see them walking back to the planes with medals around their necks. It is just amazing.”



Duncan Aviation employees participated in the 2006 airlift.

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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History of the

Citation Special Olympics Airlift

1985

Cessna Aircraft Company, headquartered in Wichita, Kan., transported the Special Olympics Kansas delegation in two Cessna Citation business jets to the International Winter Games in Salt Lake City, Utah.

1987

First Citation Special Olympics Airlift to the International Summer Games in South Bend, Ind. – 132 Citations, 1,000 athletes and coaches

1991

Second Citation Special Olympics Airlift to St. Paul/Minneapolis, Minn., for the International Summer Games – 180 Citations, 1,400 athletes and coaches

1995

Third Citation Special Olympics Airlift to the International Summer Games in Hartford, Conn. – 197 Citations, 1,600 athletes and coaches

1999

Fourth Citation Special Olympics Airlift to Raleigh-Durham, N.C., for the International Summer Games – 260 Citations, 2,000 athletes and coaches

2006

Fifth Citation Special Olympics Airlift to the first USA National Games in Des Moines, Iowa – 235 Citations, 1,500 athletes and coaches

2010

Sixth Citation Special Olympics Airlift to the second USA National Games in Lincoln, Neb.





Cessna launches online registration system



2010 Citation Special Olympics Airlift facts

- This is the sixth Citation Special Olympics Airlift coordinated by Cessna Aircraft Company.
- Approximately 325 Citation business jets are needed to transport 2,000 athletes to the Special Olympics USA National Games in Lincoln, Neb.
- The primary airport will be Lincoln Municipal (LNK) with a runway length of 12,900 feet.
- The games are at the University of Nebraska-Lincoln.
- Citations will deliver athletes on Saturday, July 17.
- Citations will return athletes to their home base on Saturday, July 24.
- Passengers onboard Citations will vary between three and seven athletes plus a coach or sponsor.
- Citations will touch down every 60 to 90 seconds during a 15-hour period.
- Trip times will range from 1.5 to 3 hours.

For the first time, registration for the Citation Special Olympics Airlift is exclusively online at www.airlift.cessna.com.

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.

While the USA National Games are centrally located in Lincoln, Neb., more than 3,000 athletes will travel from all over the U.S. to compete. Cessna's goal is to recruit at least 325 Citations to transport 2,000 athletes to Lincoln on July 17 and return athletes to their home base on July 24.

"The airlift would not be possible without the support of Citation owners and operators, so our goal as event organizers is to make participation as easy as possible. Going to online registration will streamline the process," said Rhonda Fullerton, Cessna Community Relations manager and director of the Citation Special Olympics Airlift.

To see the airlift experience, watch our new video at www.airlift.cessna.com. Early registration is encouraged and vital to the process of assigning athletes to airplanes.

"Going to online registration will streamline the process."



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



Cessna Aircraft Company • PO Box 7706 • Wichita, KS 67277

