
(5) Community Groups: *Non-profits that Profit from War*

Military air show promoters often rationalize the public value of their events by explaining that they help to financially support a wide variety of local community groups. One way that charities use air shows to fundraise is by providing volunteers to set up concession stands at war shows to sell soft drinks, hotdogs, hamburgers and other fast food items.

As readers might imagine, these are not organizations that focus on issues related to peace, development, human rights, feminism, the environment, or opposing racism and corporate globalization. The groups that profit from Canada's highly militarized air shows are often "service clubs" like the Optimists, the Order of the Eastern Star, the Kiwanis Club, the Knights of Columbus, the Lions Club, the Masons and Rotary Clubs.

Also listed as being involved in air shows are military-related institutions such as: Royal Canadian Air Cadets, the Canadian Warplane Heritage Foundation, the Air Force Memorial Museum, the Fort Gary Horse Reserves, the Navy League of Canada and a Military Family Resource Center on a Canadian Forces Base.

In some communities, such as Brantford and Windsor Ontario, the United Way takes the leads in using military air shows for fundraising.

The following lists, drawn from military air show web sites, provide a representative sampling of the organizations that use these events as opportunities for fundraising.

Abbotsford, BC

This air show was started by the local Rotary Club and the Abbotsford Flying Club. Other charities that are involved include:

- Kiwanis Club
- Boy Scouts
- Girl Guides
- Military Cadets
- St. Johns Ambulance

Brantford, ON

This air show, hosted by the Brant United Way, is used to "kick off" the local United Way campaign.

Hamilton, ON

- Canadian Warplane Heritage Foundation
- Tim Horton's Children's Foundation
- Royal Canadian Air Cadets
- a variety of service clubs

London, ON

- Royal Canadian Air Cadets
- Fire Fighters Association
- Canadian Red Cross
- Order of the Eastern Star
- John Paul II High School (Aviation)
- London Scouts
- Nilestown Masons
- Optimist Club of Carling Heights
- Kinsmen Club of Greater London
- Elginaires Barbershop Chorus
- Thames EMS (London PPA)
- The London Skating Club
- UWO Aviation Program Scholarships
- Rowbust Breast Cancer Survivor
- Dragon Boat Racing Team
- Wellspring London & Region
- Big Brothers

North Bay, ON

- Kiwanis Club
- Knights of Columbus

Ottawa, ON

- Barrhaven Lions Club
- Mothers Against Drunk Driving
- REACH (Equality and Justice for People with Disabilities)
- Rockcliffe Flying Club
- YMCA-YWCA
- various Secondary School student groups

Owen Sound, ON

- The Royal Canadian Legion Branch 6

Sydney, NS

The Sydney Kinsmen International Airshow was organized by the local Kinsmen Service Club.

Trenton, ON

- Air Force Memorial Museum
- Military Family Resource Center (at the Canadian Forces Base in Trenton)
- Over 15 local service clubs

Windsor, ON

The main sponsor is clear from the event's official name: "The United Way Air Show."

Winnipeg, MB

- Manitoba Rett Syndrome Association
- Law Enforcement Torch Run (Special Olympics)
- Knights of Columbus
- 177 Air Canada Parents Committee
- Prairie Fire Precision Skating Club
- Navy League of Canada
- Treue Husar Dance Group
- Greendell Baton Group
- Hazleridge Sports Complex
- Flying Tiger Swim Team
- Fort Gary Horse Reserves
- Winnipeg Rotary Club
- Manitoba Karting Association

(6) Spectators: *The Target Audience*

The International Council of Air Shows (ICAS), says that every year between 15 and 18 million spectators attend 600 air shows in North America.

Canada's military aerobatic team -- the Snowbirds -- performs at every major military air show in Canada each year. They claim to be "seen by as many as three million Canadians annually."

Although there is no doubt that air shows do attract massive audiences, it is also clear that the military and their allies in the air show business sometimes exaggerate the size of the crowds. This increases their prestige

and perhaps most importantly helps make their events look more attractive to the all important corporate advertisers. The following figures, drawn from military air show websites, reflect the claims made by organizers regarding peak recent attendance records:

Air Show	Number of Spectators
Toronto	1,000,000+
Abbotsford	150,000-250,000
Shearwater	80,000+
Ottawa	50,000-60,000
Winnipeg	45,000
Saskatoon	20,000-40,000

Demographics

According to the ICAS:

- Air show spectators are primarily young families.
- Their average age is about 39 years.
- 53% are 30 to 50 years old.
- 59% are married and own homes.
- About 75% earn US\$35,000+.
- About 50% earn US\$50,000+.
- 44% are women.
- 71.9% own a home computer.
- 61.1% use email and the internet.
- 70% have had some post-secondary education.