



Manitoba Liquor Control Commission  
Société des alcools  
1555 Buffalo Place  
Box 1023  
Winnipeg, Manitoba R3C 2X1

# Fax

**To:** Mr. Colin Craig

**From:** Ingrid Loewen  
Phone: 474-5533  
Fax: 475-7287

**Fax:** 982-2154

**Pages:** 6 (incl. cover page)

**Phone:**

**Date:** Mar. 30/12

**Re:** FIPPA REQUEST #128

**Urgent**    **For Review**    **Please Comment**    **Please Reply**    **Please Recycle**

Please see letter granting access attached.

*This fax transmission is intended for the use of the individual or office noted above, and may contain information that is private, confidential, and exempt from disclosure under the law. If you receive this transmission in error, please notify the sender immediately by telephone.*



Head Office/Siège social  
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Winnipeg, Manitoba/Winnipeg (Manitoba)  
telephone/téléphone 204.284.2501  
fax/télécopieur 204.475.7666  
www.liquormartsonline.com

Manitoba Liquor Control Commission  
Société des alcools du Manitoba

Mailing Address/Adresse postale  
P.O. Box/C.P. 1023  
Winnipeg, Manitoba, Canada  
R3C 2X1

March 30, 2012

Sent by Fax: 982-2154

Mr. Colin Craig  
Canadian Taxpayers Association  
1881 Portage Ave. P.O. Box 42123  
Winnipeg, MB R3J 3X7

Dear Mr. Craig:

**RE: Your request for access to information under Part 2 of *The Freedom of Information and Protection of Privacy Act* (Our File Number: #128)**

On March 1, 2012 the MLCC received your request for access to the following records:

*Provide documentation on Winnipeg Jets tickets purchased or received. Further, please include details on any usage of luxury boxes during Winnipeg Jets games. If tickets were purchased, please provide a breakdown on how many tickets were purchased, cost and section (luxury box, upper deck, etc.)*

*If tickets were provided rather than directly purchased (eg. as a gift for advertising), please provide documentation on why the tickets were provided.*

*For all tickets, please indicate who used the tickets – I understand names will be not likely be disclosed, but please indicate division.*

I am pleased to inform you that your request for access has been granted in full.

For financial reasons and as part of the MLCC's objective to act as a good corporate citizen and to support the communities in which we operate, the MLCC entered into a sponsorship agreement with TrueNorth Sports & Entertainment Limited. The agreement gives the MLCC exclusive rights to use the Winnipeg Jets name/logo in the retail environment within the Winnipeg Jets market place for spirits, wine and refreshment beverages. It includes full page advertisements in each game day program, advertisements on the electronic "PowerRing" 10 times per game, two 12' by 8' signs displayed in the main concourse, and a backlit sign in the MTS Centre public walkway. These opportunities are used for both Liquor Mart and social responsibility program advertisements.

#128 - Craig

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In addition, the agreement includes 10 tickets for each Winnipeg Jets game. The tickets are located as follows: 8 seats in lower bowl 100 level and 2 tickets in upper 300 level. Further, the MLCC has not used or purchased any tickets in any luxury boxes for the Winnipeg Jets. See attached schedule for details of ticket distribution.

Subsection 59(1) of *The Freedom of Information and Protection of Privacy Act* provides that you may make a complaint about this decision to the Manitoba Ombudsman. You have 60 days from the receipt of this letter to make a complaint on the prescribed form to:

Manitoba Ombudsman  
750 – 500 Portage Ave.  
Winnipeg, MB R3C 3X1  
(204) 982-9130 or 1-800-665-0531

If you have any questions, please write to me or call me at (204) 474-5533.

Yours truly,



Ingrid Loewen, CA, CIA  
Access & Privacy Officer

ILL:kw  
Atta.

**MLCC**  
**FIPPA #128 - JETS TICKET DISTRIBUTION**

Date	Ticket Disbursement Detail
Tue, 20 Sep 2011	2 Tickets Board 4 Tickets Head Office Managers/Supervisors 4 Tickets Store Managers
Tue, 28 Sep 2012	4 Tickets Board 2 Tickets Executives 2 Tickets Head Office Managers/Supervisors 2 Tickets Store Managers
Tue, 30 Sep 2013	4 Tickets Board 4 Tickets Executives 2 Tickets Head Office Managers/Supervisors
Sun, 9 Oct 2011	10 Tickets Board
Mon, 17 Oct 2011	2 Tickets Board 4 Tickets Head Office Managers/Supervisors 4 Tickets Store Managers
Sat, 22 Oct 2011	6 Tickets Head Office Managers/Supervisors 4 Tickets Store Managers
Mon, 24 Oct 2011	2 Tickets Board 2 Tickets Executives 2 Tickets Head Office Managers/Supervisors 4 Tickets Store Managers
Thu, 10 Nov 2011	4 Tickets Executives 4 Tickets Head Office Managers/Supervisors 2 Tickets Store Managers
Mon, 14 Nov 2011	4 Tickets Head Office Managers/Supervisors 6 Tickets Store Managers
Thu, 17 Nov 2011	2 Tickets Board 2 Tickets Executives 6 Tickets Head Office Managers/Supervisors
Sat, 19 Nov 2011	2 Tickets Board 8 Tickets Head Office Managers/Supervisors
Tue, 29 Nov 2011	2 Tickets Executives 4 Tickets Head Office Managers/Supervisors 4 Tickets Store Managers
Thu, 1 Dec 2011	2 Tickets Executive 6 Tickets Head Office Managers/Supervisors 2 Tickets Store Manager
Sat, 3 Dec 2011	4 Tickets Executives 2 Tickets Head Office Manager/Supervisor 2 Tickets Store Manager 2 Tickets Charity
Tue, 6 Dec 2011	10 Tickets Head Office Managers/Supervisors
Fri, 9 Dec 2011	10 Tickets Head Office Managers/Supervisors
Tue, 13 Dec 2011	2 Tickets Executive 2 Tickets Head Office Manager/Supervisor 6 Tickets Store Managers
Thu, 15 Dec 2011	2 Tickets Board 2 Head Office Manager/Supervisor 6 Tickets Store Managers
Sat, 17 Dec 2011	4 Tickets Board 6 Tickets Head Office Managers/Supervisors

**MLCC**  
**FIPPA #128 - JETS TICKET DISTRIBUTION**

Date	Ticket Disbursement Detail
Tue, 20 Dec 2011	2 Tickets Board 2 Tickets Executive 4 Tickets Head Office Managers/Supervisors 2 Tickets Store Manager
Thu, 22 Dec 2011	4 Tickets Head Office Managers/Supervisors 6 Tickets Store Managers
Fri, 23 Dec 2011	2 Tickets Executive 6 Tickets Head Office Managers/Supervisors 2 Store Managers
Thu, 29 Dec 2011	2 Tickets Board 2 Tickets Executive 4 Tickets Head Office Managers/Supervisors 2 Tickets MLCC Social Club
Sat, 31 Dec 2011	2 Tickets Board 4 Tickets Executives 2 Tickets Head Office Manager/Supervisor 2 Tickets Charity
Thu, 12 Jan 2012	6 Tickets Head Office Managers/Supervisor 4 Tickets Store Managers
Sat, 14 Jan 2012	2 Tickets Board 4 Tickets Executives 4 Tickets Head Office Managers/Supervisor
Thu, 19 Jan 2012	2 Tickets Head Office Manager/Supervisor 8 Tickets Store Managers
Sat, 21 Jan 2012	4 Tickets Board 2 Tickets Executive 2 Tickets Head Office Manager/Supervisor 2 Tickets Store Manager
Tue, 7 Feb 2012	2 Tickets Board 2 Tickets Executive 4 Tickets Minister's Office 2 Store Manager
Tue, 14 Feb 2012	2 Tickets Board 4 Tickets Executives 2 Tickets Head Office Manager/Supervisor 2 Tickets MLCC Social Club
Fri, 17 Feb 2012	2 Tickets Board 4 Tickets Executives 4 Tickets Head Office Managers/Supervisor
Sun, 19 Feb 2012	10 Tickets Head Office Managers/Supervisors
Tue, 21 Feb 2012	6 Tickets Head Office Managers/Supervisors 4 Tickets Store Managers
Thu, 23 Feb 2012	4 Tickets Executives 2 Tickets Head Office Manager/Supervisor 4 Tickets Store Managers
Sat, 25 Feb 2012	4 Tickets Board 2 Tickets Head Office Manager/Supervisor 4 Tickets Store Managers
Mon, 27 Feb 2012	2 Tickets Board 4 Tickets Head Office Managers/Supervisors 4 Tickets Store Managers

**MLCC**  
**FIPPA #128 - JETS TICKET DISTRIBUTION**

Date	Ticket Disbursement Detail
Thu, 1 Mar 2012	8 Tickets Store Managers 2 Tickets MLCC Social Club
Mon, 5 Mar 2012	2 Tickets Executives 4 Tickets Head Office Managers/Supervisors 4 Tickets Store Managers
Wed, 14 Mar 2012	8 Tickets Head Office Managers/Supervisors 2 Tickets MLCC Social Club
Fri, 16 Mar 2012	2 Tickets Board 6 Tickets Head Office Managers/Supervisors 2 Tickets Store Manager
Sun, 18 Mar 2012	2 Tickets Executive 8 Tickets Head Office Managers/Supervisors
Mon, 26 Mar 2012	2 Tickets Board 2 Tickets Executive 2 Tickets Head Office Manager/Supervisors 4 Tickets Store Managers
Wed, 28 Mar 2012	2 Tickets Board 2 Tickets Executive 4 Tickets Head Office Managers/Supervisors 2 Tickets Store Manager
Sat, 7 Apr 2012	2 Tickets Board 8 Tickets Head Office Managers/Supervisors