



FOR IMMEDIATE RELEASE

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Royal Aviation Museum of Western Canada Welcomes Peter George as the Next President and CEO

Veteran Communications Leader to Succeed Outgoing President and CEO Terry Slobodian,

Winnipeg, MB — The board of directors of the Royal Aviation Museum of Western Canada is pleased to announce the appointment of **Peter George** as the organization’s incoming president and chief executive officer, effective **July 14, 2025**. George succeeds **Terry Slobodian**, who will retire at the end of July following a successful tenure that saw the museum through a transformative expansion.

George brings over 30 years of leadership experience in branding, strategy, and stakeholder engagement, most recently serving as CEO of **McKim Communications Group**, a leading Winnipeg-based marketing agency. George led the development of award-winning campaigns for clients such as **Travel Manitoba**, helping to elevate the province’s global tourism brand, and **the University of Manitoba**, advancing its reputation as a leading research and academic institution.

“We are thrilled to welcome Peter George to the Royal Aviation Museum of Western Canada at this important moment in our evolution,” said **Barry Bembridge**, incoming chair of the museum’s board of directors. “Peter’s deep expertise in strategic communications, his strong relationships across the community, and his passion for storytelling will help us connect even more powerfully with our audiences, supporters, and partners.”

Under George’s leadership, the museum will continue to build on its recent successes, including a major relocation in 2022 to its home next to Winnipeg Richardson International Airport and the development of several acclaimed exhibits.

“I couldn’t be more excited for the opportunity to help this Canadian institution fulfill its potential,” said George. “The RAMWC has been an icon in Manitoba for a generation. With the museum’s beautiful new home at the Winnipeg Richardson International Airport, the sky’s the limit to how we can further elevate its profile and celebrate the rich history and future of aviation in Canada.”



The board also extends its heartfelt appreciation to Terry Slobodian, whose leadership over the past 6 years has been instrumental in repositioning the museum as a cornerstone of Manitoba's cultural and tourism landscape. Under his guidance, the museum achieved Royal designation, welcomed tens of thousands of visitors annually, and successfully launched a bold capital campaign that raised nearly \$48 million to construct its new, award-winning building.

“Terry’s vision, integrity, and commitment to preserving Canada’s aviation history have left an indelible mark,” said **Rennie Zegalski**, outgoing chair of the board. “We are deeply grateful for his service and confident that Peter will continue that legacy while charting a dynamic new course for one of the largest aviation heritage collections in Canada.”

About the Royal Aviation Museum of Western Canada

Established in 1974, the Royal Aviation Museum of Western Canada (RAMWC) houses one of Canada’s most significant aviation collections. Located at the Winnipeg Richardson International Airport, the museum offers engaging exhibits and is committed to Truth and Reconciliation on Treaty No. 1 Territory, the traditional lands of Indigenous Peoples and the Red River Métis.

For media inquiries or interview requests, please contact:

James Mitchel

Marketing Specialist

Royal Aviation Museum of Western Canada

Email: james.mitchell@royalaviationmuseum.com

Website: www.royalaviationmuseum.com