



True North Sports + Entertainment recently announced that the Winnipeg Jets Loyalty Program, Jets Rewards, will wind down its programming commencing Wednesday, November 4, 2020 in light of the current challenges associated with providing the required level of benefits to our members of the program – specifically our Winnipeg Jets Season Seat Holders, Share Partners, and Wait List members.

To appropriately wind down the program and provide members with an immediate and tangible benefit, your Jets Rewards points have been transitioned to a voucher that can be conveniently utilized online at Truenorthshop.com, the Winnipeg Jets online retail store.

For more information regarding our Jets Rewards transition, and completion of the Jets Rewards Loyalty Program, please see the Frequently Asked Questions below or contact your Account Service team by email at ticketsservices@winnipegjets.com or by phone at (204) 926-5790.

Frequently Asked Questions

Why are you discontinuing the Jets Rewards program?

Jets Rewards launched in 2013 as a benefits program for Winnipeg Jets Season Seat Holders, Share Partners and Wait List Members. The program was one of the first fully comprehensive loyalty programs in the NHL and provided members with flexible, customizable benefits through unique rewards and experiences. While we are grateful for your engagement in the program, our ability to continue to access unique rewards and one-of-a-kind experiences are now limited due to COVID-19 and the uncertainty surrounding the 2020-21 season.

Will you be launching another loyalty or benefits program?

We are currently in the process of researching a new and improved program with the intent to launch prior to the start of the 2021-22 NHL Season.

What benefits will you be providing for Season Seat Holders while you transition to a new program?

Your unused Jets Rewards points have been converted to a TrueNorthshop.com voucher that can be conveniently used online. Your 15% Seat Holder discount will continue to apply to all retail purchases, whether online or at one of our five (5) Jets Gear retail locations.

Additionally, all Season Seat Holders who use their TrueNorthShop.com voucher prior to June 30, 2021, will automatically be entered into a monthly draw for prizes from November to June 2021.

Season Seat Holder Monthly Draw Prizing:

- *Grand Prize: Winnipeg Jets player signed beer fridge*
- *2nd Prize: \$100 Jets Gear gift card*
- *3rd Prize: \$50 Jets Gear gift card (3 winners)*
- *4th Prize: \$25 Jets Gear gift Cards (10 winners)*

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| <i>November – Josh Morrissey beer fridge</i> | <i>Tuesday, December 1, 2020</i> |
| <i>December – Kyle Connor beer fridge</i> | <i>Tuesday, January 5, 2021</i> |
| <i>January – Nikolaj Ehlers beer fridge</i> | <i>Tuesday, February 2, 2021</i> |
| <i>February – Josh Morrissey beer fridge</i> | <i>Tuesday, March 2, 2021</i> |
| <i>March – Kyle Connor beer fridge</i> | <i>Tuesday, April 6, 2021</i> |
| <i>April – Nikolaj Ehlers beer fridge</i> | <i>Tuesday, May 4, 2021</i> |
| <i>May – Josh Morrissey beer fridge</i> | <i>Tuesday, June 1, 2021</i> |
| <i>June – Kyle Connor beer fridge</i> | <i>Tuesday, July 6, 2021</i> |

What happens to my Jets Rewards points?

All Jets Rewards points have been converted to an online voucher for use as currency at our online retail store - TrueNorthShop.com. The voucher expires June 30, 2021.

Is there a transition period that I can redeem any unused Jets Rewards points for items that may still be available?

Based on our inability to access unique rewards and one-of-a-kind experiences for the Jets Rewards program, we are winding down the operation of the programming. All Jets Rewards points on your account were converted to an online voucher for use as currency on our retail store – TrueNorthShop.com. The voucher expires June 30, 2021.

We have added one-of-a-kind memorabilia and unique items under the Season Seat Holder portion of TrueNorthShop.com to help maximize your shopping experience.

[CLICK HERE to view this special collection.](#)

How does the TrueNorthShop.com voucher work?

In order to receive your TrueNorthShop.com voucher we require you to create an account within TrueNorthShop.com using the email address associated with your Winnipeg Jets Account. Doing so will allow us to apply your 15% Winnipeg Jets Gear discount to your purchase(s).

Once you have created your TrueNorthShop.com account, a separate email will be sent to you with a voucher code which will be required during the checkout process.

If you already have a TrueNorthShop.com account your separate email with a voucher code will be sent to you automatically.

[CREATE ACCOUNT](#)

Will my Jets Gear discount be applied to items purchased through TrueNorthShop.com?

Yes. By using the same email address as the primary email on your Winnipeg Jets account, your 15% discount will be automatically applied to your TrueNorthShop.com account at “checkout”.

Please contact ticketsservices@winnipegjets.com with any specific questions regarding your account and our service team will be happy to assist you.

How long do I have to use my TrueNorthShop.com credit?

Your TrueNorthShop.com voucher expires June 30, 2021.

Do I have to use the whole credit in one transaction?

No. The balance will remain available until the June 30, 2021 deadline. However, you will be required to re-enter the voucher code for each transaction in order to access your remaining credit.

What are the shipping options through TrueNorthShop.com?

All Jets Rewards members will receive FREE delivery for orders within Winnipeg city limits until December 31, 2020. Standard shipping rates apply for all other purchases. Please visit the link below for more information on the TrueNorthShop.com shipping policy.

Pick up at Jets Gear locations is also an option.

[TrueNorthShop.com shipping information](#)

Are there refunds or exchanges of items ordered on TrueNorthShop.com?

Please visit the link below for more information on the TrueNorthShop.com return policy.

[TrueNorthShop.com Return Policy](#)

Can I use my TrueNorthShop.com voucher in person at a Jets Gear retail outlet?

Your voucher can only be used online through TrueNorthShop.com.

Please contact ticketsservices@winnipegjets.com with any specific questions regarding your account and our service team will be happy to assist you.