



NEW EXHIBITS AND SHOWS DRAW IN THE CROWDS FOR 2016 FAIR AT THE PNE

For Immediate Release
September 6, 2016

Vancouver, B.C.- For 106 years the Fair at the PNE has been an end of summer tradition for British Columbia, and the 2016 event lived up to its iconic legacy, offering over \$3 million in free with admission programming.

“This year’s Fair received a very positive guest response to a number of our entertainment shows and attractions, including the Unbelievable Magic Show, the Angry Birds exhibit and our Summer Night Concert Series,” says PNE President and CEO Mike McDaniel.

British Columbia’s largest ticketed event, the Fair at the PNE, celebrated its 106th year this year. Despite 5 days of rain, the Fair entertained 712,367 guests, a 5% increase over last year’s attendance of 678,193.

The annual event introduced a number of new entertainment features, including the North American debut of **Angry Birds Universe**: an exhibition about the art & science behind the global phenomenon; the **Alien Worlds and Androids** Exhibit; the new marquee show **UNBELIEVABLE: A Magical Experience**; and **Festival Park**, which featured a suite of Canadian themed programming throughout each day of the Fair.

The new attractions complemented traditional favourites such as **SuperDogs**; the extensive agricultural displays including the **Kids Discovery Farm**; the **PNE Prize Home** program; **Dueling Pianos** and dozens more. The always-popular **Summer Night Concerts**, highlighted by performances by Foreigner and Steve Miller, drew significant crowds each night of the Fair.

Food continues to be the emerging story of the Fair at the PNE and this year guests enjoyed a wide variety of food offerings, from traditional Fair favourites like mini donuts, corn dogs, and the 6th Annual Vancouver Rib Festival Competition, to the new foods like deep fried tequila and a Mac and Cheese stuffed hamburger. The 2016 Fair also celebrated the 50th anniversary of ‘The King of the Perogy’, Hunky Bill, selling his Ukrainian style perogy’s at the PNE.

One of the most popular attractions of the annual Fair is the PNE Prize Home Program. **The 2016 PNE Prize Home, a beautiful 3,200 square foot home built by Freeport Industries, will be awarded at 6:30pm on Monday, September 12th in a draw held onsite at the PNE Prize Home.** The Grand Prize Package, valued at \$1.4 million dollars includes the home, which will be relocated for the lucky winner to a beautiful ½ acre lot in the Naramata Benchlands overlooking Okanagan Lake. Also included are indoor furnishings from Lane Furnishings, appliances from Coast Appliances, hot tub from Coast Spas, Napoleon BBQ from The BBQ Shop and a wine campus experience from Okanagan Crush Pad. *Media are invited to attend the Grand Prize Draw.

Planning is now fully underway for next years’ event, which will run from August 20th – September 5th, 2017.

For more information visit: www.PNE.ca.

2016 FAIR BY THE NUMBERS

- 106 – age of this year’s Fair
- 53 – number of Fair’s the PNE’s longest Fair staffer Vern Frick has worked
- 8-9 – number of hours spent by the average family at the Fair
- 5,030 – approximate number of items returned to the Lost and Found
- 4 – number of retainers turned into the Lost and Found
- 150 – number of pounds of hats turned into lost and found on average at the Fair

Agriculture

- 360 – total participants in the 4-H auction
- \$320,00 – total sales for the 4-H auction
- \$34,315 – total number of dollars raised for the BC Youth in Agriculture Foundation at the PNE
- 120 – number of chicks born at the Fair
- 30 – 30 yard dumpster loads of dung taken away from the livestock barns
- 260 – number of bales of hay eaten by the animals during the Fair
- 700 – number of animals on display at the Fair

Entertainment

- 22,500 – average number of steps in a Fair day walked by each PNE entertainment team member
- 300,000 – number of people who watched the SuperDogs show
- 42- number of dogs in the SuperDogs show
- 860 – pounds of food consumed by the SuperDogs during the Fair
- 5000 – number of hours of rehearsal for PNE shows by cast members
- 59 – years since Elvis played at the Fair
- 21 – number of headline artists at the Fair
- 7 – number of guest marching bands that performed at the Fair
- 6 – number of illusionists in the UNBELIEVABLE show
- 1700 - number of marshmallows shot into the audience during UNBELIEVABLE

Food

- 50 – number of years Hunky Bill has been selling perogy’s at the Fair
- 68 – number of years Ernie’s Ice Cream has been at the Fair
- 75 – number of food vendors at the Fair
- 25,000 – pounds of dough used to produce mini donuts at Those Little Donuts stand
- 21,000 – racks of ribs sold in the RibFest area of the Fair
- 7,500 – number of Crazy Dogs sold
- 775 – pounds of potatoes used to make Wiggle Chips
- 69,000 – number of shrimp sold at Shrimp Boat
- 7,550 – number of samosas sold at Curry-In-A-Hurry
- 13,890 – number of lemons used at the lemonade stand
- 210,000 – ounces of Root Beer consumed at Buckeyes Root Beer
- 90,000 – number of corn dogs sold
- 3,000 – number of root beer floats sold at Ernie’s Ice Cream
- 125 – kilograms of fudge sold
- 2 – number of tablespoons of sugar in a large cotton candy
- 33,500 – number of cotton candies sold
- 30,500 – number of 16 oz. soft drinks sold
- 4,500,000 – number of Kernels popped at Canadian Kettle Corn

Games

500,000 – number of stuffed animal prizes won at all games annually during the Fair
19,000 – number of annual plays on the Playland Midway Dart Game
3,270 – number of bottles broken at the Bottle Break Game on the Playland midway
25 – number of cents to play the Quarter Pitch Game
6000 – number of Jumbo prizes given away during the Fair

PNE Prize Home

121,000 – number of people that went through the PNE Prize Home
1,400,000 – dollar value of the PNE Prize Home Grand Prize Package
2,000 – average number of times per day a PNE Prize Home ticket seller says “Win a house, win a car”
82 – number of years the PNE has been giving away a PNE Prize Home

Rides

8,160 – number of times the Wooden Roller Coaster went around the track during the Fair
90 – number of seconds per ride on the Wooden Roller Coaster
218 feet – height of the AtmosFEAR ride
54 – number of rides at the Fair

-30-

Owned by the City of Vancouver, the Pacific National Exhibition (PNE) is a healthy and vibrant non-profit organization dedicated to providing over 3 million visitors a year with first-class cultural, sporting and family entertainment events. Founded in 1910, the PNE operates from a 114-acre site at Hastings Park, a multi-facility venue in Vancouver where the organization operates four activity streams: an annual 15-day Fair, Playland Amusement Park, maintenance and care of the Hastings Park site and management of the site’s year-round facilities. These facilities are utilized to celebrate a variety of amateur sporting, music, community, social, cultural and commercial events throughout the year.

For more information, please contact:

Laura Ballance
Media Relations
Pacific National Exhibition
604.771.5176 (cell)
Laura@LBMG.ca

Eddie Tabakman
Media Relations
Pacific National Exhibition
604.306.0875 (cell)
ETabakman@LBMG.ca