



SUNNY SKIES, SUMMER CONCERTS AND HOCKEY MEMORIES ALL COMBINE FOR OUTSTANDING YEAR FOR THE FAIR AT THE PNE

For Immediate Release
September 5, 2017

Vancouver, B.C.: British Columbia's most beloved annual institution, the Fair at the PNE, marked its 107th birthday by welcoming over 722,000 guests through the gates over the course of the 15-day event.

"Ensuring we have the right mix of shows, exhibits and attractions to appeal to British Columbians of every age is a significant undertaking," says PNE President and CEO Mike McDaniel. "The entertainment mix at this year's event, which combined its strongest Summer Night Concerts lineup ever, historical favourites such as Superdogs, along with some strong new programming like the Northern Light Sky drone show and the Hockey Hall of Fame exhibit amounted to the most positive early guest survey results in recent memory. We are very proud of the Fair we put on, and are thrilled so many British Columbians agreed it was one of our best."

The Fair at the PNE is British Columbia's largest ticketed event with a final 2017 attendance of 722,466 (2016 Fair attendance: 712,367; 2015 Fair attendance: 678,193).

Sunny skies and strong programming brought out Fairgoers from across the province to enjoy the strong entertainment mix, including the largest ever traveling exhibit of the **Hockey Hall of Fame**; **Toytopia**: an exhibition about the history of toys; **Northern Light Sky** - a new nightly drone show; and a number of Canadian themed shows and programs throughout each day of the Fair in the **Festival Park** area.

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 **ZZ Top**, **Chicago**, **Huey Lewis and the News**, and the **Gypsy Kings**.

One of the most popular attractions of the annual Fair is the PNE Prize Home Program. **The 2017 PNE Prize Home, a beautiful 3,100 square foot 'West Coast modern' style home built by Freeport Industries, will be awarded at 6:30pm on Monday, September 11th in a draw held onsite at the PNE Prize Home.** The Grand Prize Package, valued at \$1.6 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.

In all, the 2017 Fair at the PNE offered over \$3 million in free with admission programming.

Planning is now fully underway for next years' event, which will run from August 18th – September 3rd, 2018.

For more information visit: www.PNE.ca.

2017 FAIR BY THE NUMBERS

- 107 – age of this year’s Fair
- 54 – number of Fair’s the PNE’s longest serving Fair staffer, Vern Frick, has worked
- 8-9 – number of hours spent by the average family at The Fair
- 5,100 – approximate number of items returned to 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
- \$33,500 – 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
- 60 – 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
- 39 – number of years the Superdogs have appeared at the Fair at the PNE

Exhibits

- 5 million – value of the cars in the four-day vintage car exhibit
- 4 – number of Storm Troopers in the Toytopia exhibit
- 250 – number of items in the Hockey Hall of Fame exhibit

Food

- 150,000 - crickets served in burgers and fries at the Gourmet Burgers stand
- 360 – kilograms of cheese used at Reel Mac and Cheese
- 12,000 - pounds of potatoes used at Jimmy’s Lunch
- 6,000 - pounds of onions used at Jimmy's Lunch
- 750 - gallons of gravy used at The Fry Guys
- 4,500 - chicken feet sold at Chicky's Chicken
- 51 – number of years Hunky Bill has been selling perogy’s 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

90,000 – number of corn dogs sold
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
1,600,000 – 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”
83 – 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

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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 hockey, amateur sporting, music, community, social, cultural and commercial events throughout the year.

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