



Pacific National Exhibition

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NEWS RELEASE

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2006 PLAYLAND AD CAMPAIGN: A RETROSPECTIVE

Vancouver, B.C. - Playland Amusement Park is looking to showcase the very best of its past advertising campaigns in an unusual approach to its 2006 creative strategy.

"Over the past decade the advertising campaigns at Playland have consistently set the bar for unique, inspiring and topical creative," says Shelley Frost, Vice President of Marketing for the Pacific National Exhibition (PNE).

The popular British Columbia amusement park, Playland, which is part of the Pacific National Exhibition organization, has decided to engage its primarily teenage and 20-something target demographic in an online vote where they will have the opportunity to select their favourite of the top five Playland commercials of the past decade. *"We are regularly asked by the public to replay some of our most popular campaigns from past years – so for 2006 we decided to let our guests have a direct hand in the campaign by picking their favourite commercial. That commercial will be rerun in its entirety – with slight changes made for dates, times and prices,"* says Frost.

The PNE will be launching the web-based poll, which will allow people to vote for their favourite of five pre-selected, award-winning campaigns, starting March 1st. Over the past decade the advertising campaigns for Playland have been some of the most recognizable in Canada and have won numerous prestigious national and international awards including:

Playland Amusement Park Campaign Awards:

- 1996 - Lotus Advertising Awards – Palmer Jarvis
- 1997 - IFAA Awards – Palmer Jarvis
- 1997 - Lotus Advertising Awards – Palmer Jarvis
- 1997 - Extra Awards - Palmer Jarvis
- 1998 - Lotus Advertising Awards– Palmer Jarvis
- 1998 - Pinnacle Award - Palmer Jarvis
- 2000 - Lotus Advertising Awards – ReThink Advertising
- 2002 - Extra Awards – ReThink Advertising
- 2003 - Lotus Advertising Awards – ReThink Advertising
- 2003 - Extra Awards – ReThink Advertising
- 2003 - The Advertising and Design Club of Canada – ReThink Advertising
- 2005 - IFEA Awards - Wasserman and Partners Advertising

To view and vote for your favourite commercial visit: www.pne.ca after March 1st, 2006.

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RETHINK AWARDED 2006 CREATIVE CAMPAIGN

The PNE has also awarded **Rethink Advertising** the 2006 creative campaign. Rethink will not only create the 2006 Fair campaign, but will also assist in updating the publicly-selected Playland commercial.

“The team at Rethink is very familiar with both the PNE and Playland,” says Frost. “Several of their team have worked on the Playland account throughout the past decade with tremendous success. This year we are looking for their assistance in our ‘Best of Playland’ ad campaign program as well as in developing our Fair creative program.”

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Owned by the City of Vancouver, the Pacific National Exhibition (PNE) is a healthy and vibrant non-profit charity 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 business streams: an annual 17-day Fair, Playland Amusement Park, maintenance and care of the Hasting 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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