



International **GAME OF THRONES® THE EXHIBITION** Invades Canada With Stops in Toronto and Vancouver

- Exhibition returns to Toronto`s TIFF Bell Lightbox May 14 - 18 and premieres in Vancouver at the Pacific National Exhibition August 16 - September 1 (closed August 18 & 25) –
 - Free to the public, the HBO® exhibit transports fans into enchanted world of **GAME OF THRONES** with all-new installations –
 - Season 4 of HBO's **GAME OF THRONES** premieres Sunday, April 6 at 9 p.m. ET/MT on HBO Canada –
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WINTERFELL (January 21, 2014) – HBO Canada welcomes back for a third year in a row **GAME OF THRONES® THE EXHIBITION**, a free event celebrating the craftsmanship that brings the epic series to life. Specifically created to bring the enchanted world of the series and its characters directly to fans, the new exhibition is presented by HBO and Bell Media in Toronto, returning once again to TIFF Bell Lightbox; and by HBO and the Pacific National Exhibition in Vancouver, in association with Corus Entertainment, as part of this summer's Fair at the PNE (The **GAME OF THRONES** exhibit is free with admission at the Fair at the PNE). The announcement comes as **GAME OF THRONES** – Canada's most-watched pay TV series – is confirmed to begin its fourth season **Sunday, April 6 at 9 p.m. ET/MT** on HBO Canada. HBO Canada is a multiplex channel of Bell Media's The Movie Network (Eastern Canada) and Corus Entertainment's Movie Central (Western Canada).

More information about the exhibition, including details on how to secure tickets, will be announced in coming weeks at:

- Toronto: TheMovieNetwork.ca/GOTexhibit.
- Vancouver: www.pne.ca/ or MovieCentral.ca



GAME OF THRONES® THE EXHIBITION will showcase artifacts and props from the series.

**** Media Note **** – Download photos at bellmediaPR.ca/Network/HBO-Canada or <http://mediacentre.corusent.com>.

GAME OF THRONES is an epic series whose storylines of treachery and nobility, family and honour, ambition and love, and death and survival, has captured the imagination of fans globally and made it one of the most popular shows on television.

“As evidenced by the over-the-top reaction to last season’s notorious “Red Wedding,” the record-breaking viewership numbers for pay television in Canada, and the huge turnout for the last two instalments of the exhibition in Toronto, GAME OF THRONES fans are a dedicated and passionate lot,” said Catherine MacLeod, Senior Vice-President, Specialty Channels and Bell Media Production. “We look forward to continuing to work with HBO to bring fans up-close-and-personal with its biggest series and to returning to TIFF Bell Lightbox, the site of the first-ever GAME OF THRONES exhibition.”

"As the largest ticketed event in British Columbia, the Fair at the PNE is extremely proud to present GAME OF THRONES as a featured free-with-admission exhibit at this year's Fair," says PNE President and CEO Michael McDaniel. "The PNE has a long history of providing superior family programming and we believe GAME OF THRONES: THE EXHIBITION will be a huge hit with Fairgoers and guests from around the region."

In addition to Toronto and Vancouver, the **GAME OF THRONES® THE EXHIBITION** will also visit New York City, New York; Mexico City, Mexico; Austin, Texas; Rio de Janeiro, Brazil; Oslo, Norway; and Belfast, Northern Ireland. The exhibit will offer a fresh perspective on the series, focusing on key places, characters and relationships from the program. The free-of-charge, not-to-be-missed exhibition will feature new installations, showcasing a collection of nearly 100 original artifacts from pivotal scenes in Seasons 1, 2, and 3, plus select pieces from the upcoming fourth season.

Among the displays are:

Costumes, props, armour, and weapons – created by artisans whose extraordinary craftsmanship has lent authenticity to the show since its inception, the collection includes a magnificent costume display featuring cloaks, dresses and armour; iconic artifacts such as model dragons and eggs; weaponry comprising of crossbows, daggers, spears, hatchets and swords; crowns and headdresses; jewellery; books, letters and maps; House banners; storyboards, and much more.

Interactive Experience – fans will have an opportunity to participate in a new, fully immersive interactive experience that will place them within the world of Westeros.

Iron Throne – fans will also have an opportunity to have their photo taken on the coveted Iron Throne.

For continued updates and details on the exhibition, visit TheMovieNetwork.ca/GOTexhibit and MovieCentral.ca/GOTexhibit. The official hashtags are #GOTExhibit #HBOCanada

SOCIAL MEDIA LINKS:

TheMovieNetwork.ca/GOTexhibit
MovieCentral.ca/GOTexhibit

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About HBO Canada:

HBO Canada brings Canadians HBO's current slate of signature dramatic and comedic programs, together with new and never-before-seen programming including comedy series, live specials, sporting events, behind-the-scenes content and titles from HBO's extensive library – all in an uncut and commercial-free environment. HBO Canada is offered in high definition on HBO Canada HD and programming is accessible on TMN GO and HBO Canada OnDemand. For more information, please visit www.hbocanada.com. In Eastern Canada, HBO Canada is a division of Bell Media, which is part of BCE Inc. (TSX, NYSE: BCE), Canada's largest communications company. In Western Canada, HBO Canada is offered by Corus Entertainment's Movie Central (Western Canada).

About PNE:

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 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.

About Movie Central:

Movie Central is owned by Corus Entertainment Inc. (CJR.B), a Canadian-based media and entertainment company. Corus is a market leader in specialty television and radio with additional assets in pay television, television broadcasting, children's book publishing and children's animation. Experience Corus on the web at www.corusent.com.

– HBO Canada –

For The Movie Network (Eastern Canada)

Jessica Charbonneau, 416.956.8638 or jessica.charbonneau@bellmedia.ca

For Movie Central (Western Canada):

Owen McCorquodale, 416.479.6068 or owen.McCorquodale@corusent.com

For Pacific National Exhibition:

Laura Ballance

Media Relations

Pacific National Exhibition

Tel: 604-771-5176 (Mobile)

E-mail: laura@LBMG.ca

www.pne.ca