



PNE MAKES UNPRECEDENTED MOVE IN RESPONSE TO RAINY LONG WEEKEND FORECAST

Fair to open gates for free admission until 1pm Saturday and Sunday

For Immediate Release
August 29, 2014

Vancouver, BC – Following 12 days of sunny skies and strong crowds at the 104th annual Fair at the PNE, the forecast of inclement weather for three of the four biggest days in the Fair’s run is prompting the organization to pull out all the stops to ensure everyone enjoys this great Fair. **President and CEO of the Pacific National Exhibition, Mike McDaniel today announced that the Fair will open for free admission for those entering the park before 1:00pm on Saturday, August 30th, and Sunday, August 31st.** The move comes in reaction to weather reports of showers forecasted for the Labour Day weekend.

“We can’t control the weather, but given the incredibly successful Fair so far, we don’t want the rain to keep people away” says Mike McDaniel, President and CEO “Guest feedback has been extremely positive, crowds have been great and we’ve made the decision not to let this Fair get beat by weather, plain and simple. A lot of people don’t realize that we have over 500,000 square feet of indoor space, and the majority of our big attractions are under cover.”

The Fair sees 30% of its overall attendance come during the final weekend, and despite strong attendance and extremely positive reaction to the changes made to the 2014 Fair, the threat of inclement weather usually keeps a higher percentage of fairgoers at home. This unprecedented move will give guests an even greater reason to come enjoy the many shows and attractions that are here for just a few more days and won’t be back for next year. This is the first time in the Fair’s 104 year history that the PNE has offered free gate admission on the Labour Day weekend.

Longtime Fair concessionaire Boyd Newton, who has multiple food stands on site applauds the PNE’s approach, “We are having an exceptional year, fairgoers love the entertainment and programming and I think it’s been one of the best Fair’s I can remember. Our sales are up, way up, and I think that we’re as adamant as the PNE management that poor weather on the final weekend isn’t going to beat such a positive year.”

Shows and Attractions that are under cover:

Game of Thrones®: The Exhibition
Get Animated! Interactive Animation Exhibit
PNE Prize Home Lottery
Superdogs
Mystic India
YVR Fly Dome: A 360° Global Travel Experience
Dueling Pianos
Kidz Discovery Farm
Safeway Farm Country
Pacific Spirit Horse Show
Marketplace

Other shows and attractions:

Summer Night Concerts
Mosaic Music Series
Celebration Plaza Digital Venue
A Circus in Wonderland
Timber! – A Stompin’ Lumberjack Shindig
PNE Pep Band
ToonCity
Let’s Go Crazy – Retro Dance Party
Canfor’s Playhouse Challenge

Dates and Prices

2014 Fair Dates and Times

Saturday, August 16 – Monday, September 1, 2014.
Open 11:00 am until late!

2014 Fair Gate Prices

Adults: \$16.00 at the gate including tax
Only \$13.00 at Safeway, 7-Eleven, Save-On-Foods, PriceSmart Foods, Cooper’s Foods, Urban Fare and online at www.pne.ca
Kids: 13 years and under are FREE
On site parking: \$16.00 including tax

Pinwheel Deals Coupon Book

Making the best part of summer even more affordable, the Pinwheel Deals Coupon Book contains over \$350 in Fair-wide savings! The Coupon Book can be purchased onsite at Guest Services for \$2.

Tickets can be purchased online at www.pne.ca.

For more information about The Fair at the PNE visit: www.pne.ca.

About the 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.

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