



Pacific National Exhibition

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FOR IMMEDIATE RELEASE

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NEWS RELEASE

PNE SEARCHING PRIZE TOY FOR YOUNG CANCER PATIENT

VANCOUVER, B.C.: The Pacific National Exhibition (PNE) is asking for the public's help in tracking down a stuffed toy that was a popular prize at Playland Amusement Park.

The prize, a small stuffed pig, was distributed during Playland's 2001 – 2003 operating seasons, when over three thousand were given away as prizes at the Hoverball and Balloon games on the midway. However, the company that originally manufactured the pig no longer makes this item. One of those pigs was won in 2002 by then eight-year-old Oliver Friesen of Kleefer, Manitoba, who was visiting Playland with his family.

Oliver, now 12, is undergoing cancer treatment for lymphoma. He is currently recovering from a bone marrow transplant.

"That pig means the world to him," says Oliver's father Brian Friesen. "It was lost during one of his treatment sessions and he is absolutely devastated."



The PNE is offering to exchange any Playland prize of any size for one of the pigs (in good condition). The pig is pink, approximately eight inches long, has beanbag stuffed feet and a white tuft of hair on his head.

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“We are confident that there are a large number of pigs exactly like the one Oliver lost in households throughout British Columbia, and we are hoping people take the time to look through their children’s stuffed animals and take this opportunity to help a very heroic little boy,” says PNE President and CEO Michael McDaniel. The PNE will also offer the first person willing to exchange the pig a set of family tickets to Playland.

If a member of the public has one of the pigs (in good condition) we are looking for, please contact PNE Reception at 604-253-2311.

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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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