



## THANKS BC FOR A GREAT FAIR!

For Immediate Release  
September 3, 2013

**Vancouver, B.C.**- British Columbia's largest ticketed event, The Fair at the PNE, celebrated its 103<sup>rd</sup> year by entertaining 712,049 guests. The annual event initiated a number of changes to Fair pricing and operations in 2013, such as reducing gate and parking prices by 20% and closing the first two Mondays of the Fair for the first time in the event's history.

*"This was the first year of a five-year plan to energize The Fair at the PNE,"* says PNE President and CEO, Michael McDaniel. *"Overall we were very pleased with the experience our guests received despite the operational challenges of two power outages and some rain on a couple of key Fair days."*

For 103 years The Fair at the PNE has been an end of summer tradition for British Columbia, and the 2013 event lived up to its iconic legacy, offering over \$3 million in free with admission programming.

*"Successes of 2013 included a great response to the lower admission and parking prices; Summer Night Concerts including The Beach Boys, Foreigner and Great Big Sea in its new, expanded venue; Genghis Khan: The Exhibition; and the expansion of cultural programming on the Chevrolet Performance Stage,"* says McDaniel.

Fair guests enjoyed a wide variety of food offerings in 2013, including everything from new exotic gourmet burgers to the popular BBQ Rib-Fest, and guest favourite Crazy Dogs.

Planning is now fully underway for the 2014 Fair at the PNE that will run from August 16 – September 1 (closed Monday August 18 and Monday August 25).

For more information visit: [www.PNE.ca](http://www.PNE.ca).

## 2013 FAIR BY THE NUMBERS

### **Agriculture**

400 – total participants in the 4-H auction  
324,891 – total sales for the 4-H auction  
250 – number of chicks born at The Fair  
9 – number of calves born at The Fair  
22 – dumpster loads of dung taken away from the livestock barns

-more-

## **Entertainment**

3,000,000 – total dollars spent on free-with-admission entertainment programming at the 2013 Fair  
120,000 – number of people that went through the PNE Prize Home  
2,000 – number of times per day a PNE Prize Home ticket seller says “Win a house, win a car”  
79 – number of years the PNE has been giving away a PNE Prize Home  
38,535 – number of people that went through Genghis Khan: The Exhibition  
300 – number of artifacts in Genghis Khan: The Exhibition  
12,000 – square feet in Genghis Khan: The Exhibition  
144,000 – number of people that watched Sportacular  
30 – number of performers in Sportacular  
40 – number of costume changes in 80's Forever  
510 – number of Family Feud contestants  
1,800 – number of times the Family Feud hosts said ‘Survey Says’  
200,000 – number of people who watched the Superdogs show  
860 – pounds of food consumed by the Superdogs  
45 – number of pooches in the Superdogs show  
18 – number of Superdogs trainers  
16 – number of performers in the Peking Acrobats  
74 – number of years Dal Richards has performed at The Fair  
1,000 – number of seats in the Beer Garden (Vancouver’s largest outdoor patio)

## **Food**

2,000,000 – number of mini donuts sold at Those Little Donuts stand  
25,000 – pounds of dough used to produce mini donuts at Those Little Donuts stand  
2,000 – number of calories in the Vortex Burger from Gourmet Burgers  
65 – number of years Ernie’s Ice Cream has been at The Fair  
2,100 – gallons of BBQ sauce used at the BBQ Rib-Fest  
21,000 – racks of ribs sold  
300 – number of 2’ long Double Dog Dare Ya! Hotdogs sold  
7,500 – number of Crazy Dogs sold  
750 – pounds of potatoes used to make Wiggle Chips  
69,000 – number of shrimp sold at Shrimp Boat  
7,500 – number of samosas sold at Curry-In-A-Hurry  
3,750 – number of deep fried Mars bars sold  
13,800 – number of lemons used at the lemonade stand  
210,000 – ounces of Root Beer consumed at Buckeyes Root Beer  
90,000 – number of corn dogs sold  
3,000 – number of root beer floats sold at Ernie’s Ice Cream  
105 – kilograms of fudge sold  
3,750 – number of sliders sold at Gourmet Burgers  
12,240 – number of cobs of corn sold at the Chilliwack Corn stand  
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  
4,800 – number of turkey legs sold  
5,600 – number of deep fried pickles sold at Pickle Pete’s  
24 – pounds of butter used to make deep fried butter at One Sweet World  
4,500,000 – number of Kernels popped at Canadian Kettle Corn

## **Games**

250,000 – number of stuffed animal prizes won at games annually during The Fair

-more-

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 Payland Midway annually

**General**

103 – age of this year’s Fair  
712,049 – number of visitors to the 2013 Fair  
17,000 – average number of steps taken per day by a PNE employee  
32 – number of hours spent by the average family at The Fair  
5,000 – approximate number of items returned to the Lost and Found  
156 – number of exhibitors in the Marketplace

**Rides**

8,160 – number of times the main (red) wooden roller coaster went around the track during the Fair  
90 – number of seconds per ride on the wooden roller coaster  
3,000,000 – number of individual rides at Playland during The Fair  
218 feet – height of the AtmosFEAR ride  
53 – number of rides at The Fair  
81 – age of the oldest person to ride the AtmosFEAR this year

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.

**For more information, please contact:**

Laura Ballance  
Media Relations  
Pacific National Exhibition  
604.637.6646 (direct)  
604.771.5176 (cell)  
[Laura@LBMG.ca](mailto:Laura@LBMG.ca)  
[www.pne.ca](http://www.pne.ca)

Rebecca Peters  
Media Relations  
Pacific National Exhibition  
604.637.6649 (direct)  
604.762.2098 (cell)  
[Rebecca@LBMG.ca](mailto:Rebecca@LBMG.ca)  
[www.pne.ca](http://www.pne.ca)