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# Pacific National Exhibition

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NEWS RELEASE

## AGRICULTURE AREA ENTERTAINS AND ENLIGHTENS Safeway Farm Country Takes 2010 Fair-Goers Back To Basics

**Vancouver, B.C.** – The 2010 Fair at the PNE's interactive and educational agriculture area is back to connect families to farm life and animal lovers to British Columbia's agricultural community. In 2010 we are also celebrating 100 years of Agriculture at the PNE!

Open daily from 11:00 a.m. to 10:00 p.m. throughout the 17-day Fair, **Safeway Farm Country** is perfect for Fair-goers who want to discover everything from horseshoes to haystacks.

This themed entertainment experience showcases B.C.'s rich diverse agricultural communities and includes popular Fair staples such as Farmers' Field, the Petting Experience, and The Farmyard with sheep, goats, baby chicks, llamas and alpacas. New exhibits include an expanded interactive Kids Discovery Farm and daily Honey Extractions.

*"Agriculture is at the heart of the PNE, dating back to 1910 when farming communities were the foundation upon which cities grew and prospered,"* says PNE President and CEO Michael McDaniel.

Safeway Farm Country is still the place where Fair guests can witness a dairy calf being born and watch eggs hatch; stroke the manes of miniature and draft horses; or look over antique farm and agricultural equipment displays.

A particular highlight of the 2010 Fair at the PNE will be the spectacular pageantry of the **RCMP Musical Ride**. Returning to celebrate the 100<sup>th</sup> Anniversary, the RCMP Musical ride will be showing once daily on **August 26, 27, 30 & 31** and twice daily on **Aug 28 & 29**. Children will get a chance to meet law enforcement officers attired in the traditional red serge of the Mounties.

### **Agricultural Attractions in 2010 include:**

**The Kids Discovery Farm:** A brand new exhibit in 2009, the Kids Discovery Farm returns bigger and better in 2010! Kids get an interactive experience to become a farmer for an hour and learn where their everyday food comes from. Children will learn how to plant seeds, pick apples, harvest honey, collect eggs, milk a cow, harvest a crop and pretend to be a farmer! They can also test their tractor skills in the pedal tractor maze.

**The Petting Experience:** This is a new and interactive opportunity, for kids and adults alike, to get a chance to meet the farm animals up close. Come learn about our furry friends from a friendly and knowledgeable Farmhand!

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**Pacific Spirit Horse Show:** The show will host an amateur Jumping show, a Draft Team Invitational, Miniature Horses, a Battle of the Breeds show and even Cattle Penning. Shows daily at 12:00pm, 1:00pm, 2:30pm, 4:00pm, 6:00pm and 7:30pm.

**Mooternity Ward:** Those who have always wondered how a cow gets milked or how long it takes for newborn calves to find their footing can satisfy their curiosity at Mooternity, where the four milking cows on hand are expected to produce 120L of milk per day and generate an equivalent of 6,800 glasses of milk during the Fair. Shows daily at 12:00pm, 3:00pm, 5:30pm, and 7:00pm.

**Farrier Area:** The Farrier will shoe approximately 120 horses with close to 500 shoes during the Fair. Horseshoeing demonstrations daily at 12:00pm, 1:00pm, 2:00pm, 3:00pm, 5:30pm and 6:30pm.

**Richard's Racers:** For all the fanfare of horse racing without the high stakes, Fair guests can cheer on their favourite pig or duck from the stands as they make a fast break around the track to be the first to cross the finish line. Pig races run daily at 12:30pm, 2:30pm, 5:00pm, and 7:00pm.

**4-H Festival:** The 2010 4-H festival at the PNE is celebrating its 100<sup>th</sup> Anniversary! This year's competitions in beef, dairy, dog, llama, goat, poultry, swine, sheep, rabbit, sewing, crafts, and photography will be held August 21-24. Each year over 450 young people from across the province come to the Fair with their animal projects to take part in the contests in hopes of winning a portion of the \$7,500 in prize money the PNE awards each year. The **2010 4-H Auction** will take place on **Tuesday, August 24th**, in the PNE Agrodome.

Other popular attractions in the agriculture area include the, the stables, Carlaw Clydesdale display and demonstrations, the beekeepers area, country market, backyard chicken and community gardening displays and mushroom mania.

For more information about the Fair at the PNE visit: [www.pne.ca](http://www.pne.ca).

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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 activity 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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