



PLAYLAND SET TO LAUNCH NEW RIDE

Final Testing Complete – New Ride Set To Launch Saturday

July 13, 2011

Vancouver, B.C. – After seven months of manufacturing and construction, and two weeks of intensive testing - Playland's highly anticipated, state of the art two million dollar thrill ride ATMOSFEAR has received final inspection and will be open to the public for the first time on Saturday, July 16th. One of only two rides of its kind in Canada ATMOSFEAR is a 20 plus storey attraction built by Funtime Handels of Austria.

"At 218 feet, rising a full five metres above the Hellavator, ATMOSFEAR is already a Playland landmark," says Mike McDaniel, PNE President and CEO. "The anticipation has been growing steadily amongst staff and Playland visitors and I fully anticipate this ride will fast become a favourite for our guests."

Hitting top speeds of 70km/hr, riders will be whirled 360 degrees in the air for two gravity-defying minutes. This ride can accommodate up to 500 riders an hour, making it a "must ride" for all amusement park enthusiasts. ATMOSFEAR is the first new ride at Playland in the past four years.

Media are invited to attend the first rides starting at 10:00am on Saturday, July 16th. Camera operators will be able to travel to the top of the Hellevator for shots of the first rides. Any hand-held SLR, DSLR or Handycam type digital camera is suggested.

For guests, admission to the ATMOSFEAR is FREE with the purchase of a One-Day or Season PlayPass. All PlayPasses include all-day admission to Playland and unlimited access to over 30 great rides and attractions including ATMOSFEAR.

	Gate Price	Online & Retailer Pricing
Season PlayPass	\$79.95	\$74.95 (Save \$5)
Jr. Season PlayPass (Guest under 48" tall)	\$44.95	\$39.95 (Save \$5)
One-Day PlayPass (Over 48" tall)	\$29.95	\$26.95 (Save \$3)
JUNIOR One-Day PlayPass (Under 48" tall)	\$19.95	\$17.95 (Save \$2)
Guardian Pass (Max. two Guardian Passes permitted – for persons 21 years of age or older – per child under age 12)	\$12.95	

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Children aged 3 and under and adults over 65 receive FREE admission.

PlayPasses are available at the same promotional rates in Lower Mainland 7-Eleven and Safeway stores. Pricing above does not include applicable taxes.

* JUNIOR PlayPasses are not accepted on height-restricted attractions. Both JUNIOR and One-Day PlayPasses are not accepted on the Revelation and Drop Zone rides.

For more information about Playland Amusement Park and the Pacific National Exhibition visit: 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 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:

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