



## Pacific National Exhibition

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[www.pne.ca](http://www.pne.ca)

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**NEWS RELEASE**

### **PNE TO FEATURE LARGEST ENTERTAINMENT LINE-UP IN ITS 99-YEAR HISTORY**

**Vancouver, British Columbia:** The 2009 Fair at the PNE will feature more entertainment programming than in the 99-year history of the beloved family event – in total over \$6 million in free-with-admission programming will be offered during the 17-day festival. \$1.4 million of the total entertainment budget will come from the federal government's Marquee Tourism Event funding, announced Friday by Canadian Heritage and Official Languages Minister James Moore.

#### **Programming created or expanded through the Marquee Tourism Event funding:**

- Expansion of the popular Street Stars program to include international performers
- Development of KABOOM! - new nightly pyro-musical show
- Expansion of the International Sand Sculpture Competition
- Expansion of the After Dark show in Spirit Plaza
- Addition of high calibre marquee artists to the evening concert series
- Expanded live band programming in Spirit Plaza
- Introduction of new interactive agricultural exhibit 'Kids Discovery Farm'
- Introduce an interactive Hockey Canada Exhibit
- Expansion of the CANstruction public art and charity program
- Container Art - new public art display
- Introduction of sustainability exhibit
- Creation of a 100th Anniversary Commemorative Book
- Development of PNE TV special for 100th Anniversary in 2010
- Execution of Economic Impact Study

The annual Fair at the PNE is the largest ticketed event in British Columbia, and is an end-of-summer tradition for generations of British Columbians and visitors from around the world. The 2009 Fair at the PNE will be held August 22 –September 7. For more information 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 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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