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**Pacific
National
Exhibition**

PNE UNVEILS MOST EXTENSIVE ENTERTAINMENT PACKAGE IN ITS 100-YEAR HISTORY

Vancouver: In celebration of its 100th anniversary, the Pacific National Exhibition (PNE) has announced an unprecedented line-up of entertainment for this summer's Fair taking place Saturday, August 21 to Sunday, September 6, 2010.

The 2010 entertainment program is the result of well over a year of planning to develop what amounts to the most extensive slate of free with admission programming in British Columbia history – worth in excess of \$6 million. As the largest ticketed event in BC, the PNE has welcomed more than 75 million visitors from across the province, as well as those from across Canada and the world.

To kick things off, the PNE will be presenting a special **100th Anniversary Opening Concert at Empire Field Stadium** featuring international superstar **Bryan Adams** as well signature band of summertime – **The Beach Boys**. (Tickets go on sale Saturday, June 26 at 10:00am thru all TicketMaster outlets. All tickets will be \$40 and under and will include admission to the Fair).

To celebrate the 100th anniversary of the Fair at the PNE, the organization is also staging a **100th anniversary PNE Parade**. This one-time special event will take place on the Friday night before the Fair, August 20 at 7:00pm travelling along the picturesque Beach Avenue in English Bay from Stanley Park to Sunset Beach. The Parade will be part of the city-wide celebration of the 2010 PNE and will be unlike anything ever seen in Vancouver – paying tribute to all the special memories and highlights of the PNE's 10 decades of history. The Parade will feature for the first time in Vancouver – 12 giant parade balloons – much like the world famous Macy's Thanksgiving Day Parade in New York City. The cast of the parade will number in excess of 2000 participants, and the PNE is also inviting volunteers to participate in this historic celebration.

To commemorate the PNE's 100th year – some very special marquee attractions will be present:

- **The 100 Years of Fun Parade:** featuring a cast of 50 performers, once a day the Fair will come to life with this birthday party celebration that is 100 years in the making.
- **Summer Night Concerts:** This year's lineup is the best in the history of this popular free with admission series. The lineup includes:
 - Kevin Costner and Modern West
 - Terri Clark
 - Michael Bolton
 - Loverboy
 - Huey Lewis and the News
 - Wayne Newton
 - Joan Jett
 - Mariana's Trench
 - Spirit of the West

- John Hiatt and The Combo / Los Lobos
 - Jesse Cook
 - Little River Band
 - Cyndi Lauper
 - Steven Page
 - The Road Hammers
 - Trooper
- **Kaboom!**: the award-winning nightly spectacular which debuted last year as a countdown to the 2010 Fair will be back with more pyrotechnics and expanded special effects.
 - **Metro Vancouver Naval 2010 Centennial Tattoo**: for two shows only on September 4th in the Pacific Coliseum the celebration will feature the most prestigious international military bands putting on a spectacular show. Featuring Britain's Band of HM Royal Marines, The U.S. Marine Corps Band, the Seaforth Highlanders and the Vancouver Police Pipe Band.

This year's 100th anniversary Fair will include the favourites that have captured the hearts of Fairgoers over the years: **Superdogs**, the **Logger Sports Show**, **Festival Square** community showcase, **Dal Richards** and his orchestra – here for his 71st Fair – and the **4H Festival** and agricultural attractions. Back by popular demand are two of the most popular shows from recent years – the **Peking Acrobats** and **RCMP Musical Ride**.

For more information about the Fair at the PNE 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.

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