



Pacific National Exhibition

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PETER THE GREAT A FAIR FAVOURITE AT THE PNE'S ANNUAL AGRICULTURAL DISPLAY

For Immediate Release

Vancouver, B.C.: He weighs 3,500 pounds. He stands tall at 6'2". He regularly drinks a bathtub of water each day – and he just celebrated his 11th birthday. And in an event that features hundreds of performances, exhibitors and attractions each day, he's the star of the show.

Peter the Great, the steer who replaced the beloved Big Bob who passed away in May 2005, has fast become a PNE celebrity in his own right. In 2007, Fair-goers will find the placid Peter once again be stationed in his home at Safeway Farm Country.

Born on April 11, 1996, Peter the Great weighed 135 pounds, close to 50 pounds more than the average newborn calf. Being 7/8 Chianina and 1/8 Limousin, both large beef breeds, Peter's unusually large size is thanks to his unique ancestry. Along with his daily tub of water, Peter the Great eats about a full bale of hay and 25 pounds of grain every day, along with time spent eating grass in the field.

Peter the Great will be available to greet visitors every day of the 17-day Fair in **Safeway Farm Country**, a themed entertainment experience showcasing British Columbia's rich diverse agricultural communities, open daily from 11:00 am to 10:00 pm. Along with Fair-favourite, Peter the Great, will be a series of fun and educational attractions including the Farm Country Café, antique farm and agricultural equipment displays, educational displays about agriculture, a kids area featuring an obstacle course full of farm activities, a farrier area with horseshoeing demonstrations, a mooternity ward where guests can witness a dairy calf being born, and a stable area with displays of miniature and draft horses.

Other Agricultural Attractions for 2007

Traditional Farm Country favourites are the **Richard's Racers** pig and duck races, the Farmers' Field, the Play Pen Petting Farm, and The Farmyard with sheep, goats, llamas, and alpacas.

This year's Fair will feature the **Pacific Spirit Horse Show**, with draft horse demonstrations, cattle penning, the Jumper Challenge, and the **Strathcona Mounted Troop**.

The 2007 4-H Festival at the PNE, held from August 18th to 21st, will host competitions in Beef, Dairy, Dog, Horse, Llama, Goat, Poultry, Swine, Sheep, Rabbit, Sewing and Crafts, and Photography. Going back to the first Fair in 1910, the 4-H Festival is one of

the oldest and largest in Canada. Each year over 450 young people from across BC come to the Fair to participate in the competition with their animal projects.

Brand new to this year's 4-H Festival is a unique partnership with the BC Cancer Foundation to bring a program about cancer awareness to the annual event. The 2007 Cancer Prevention Educational Display Contest is an exciting chance to educate participants and the public about this very important cause.

For more information about this year's Fair at the PNE (August 18-September 3, 2007) 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 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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