



Pacific National Exhibition

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FOR IMMEDIATE RELEASE

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NEWS RELEASE

PLAYLAND'S FRIGHTENINGLY SUCCESSFUL EVENT MOVES TO NEW BUSINESS PLAN

VANCOUVER, B.C. - Playland's scarily successful Fright Nights halloween event has grown to near capacity, forcing the company to implement a 'select a day' ticket program.

"In order to ensure that each of our guests has a great experience at Fright Nights we have to control the total number of guests on site on each given night" says PNE President Michael McDaniel.

Playland started the program in 2003, when 44,000 guests attended the themed event, which includes haunted houses and Playland rides, 25,000 over projected attendance. Growth in the program continued, culminating in 2005 when 64,000 thrill seekers attended the 18-day event.

This year, Playland anticipates a total attendance of well over 65,000 guests in 19-nights. In order to spread the total number of guests evenly over the event and away from peak periods where the organization saw capacity crowds in 2005, Playland will offer discount rates on weeknights (Sunday to Thursday) and premium tickets on weekend nights (Friday and Saturday).

Guests will be able to purchase FrightPasses at the gate on a first come first served basis; in advance at a discounted rate on the PNE website (www.pne.ca) or at Safeway and 7 Eleven stores at maximum discounts. Tickets will come in one of two forms, either a general Sunday – Thursday pass which is open for use any Sunday – Thursday or a premium pass that is date specific for each of the six Friday or Saturday nights during the Fright Nights event.

Tickets to Frights Nights are \$20.00 each (Sunday – Thursday) and \$25.00 each for premium Friday and Saturday nights.

"We are encouraging guests to shop early, as we anticipate a number of the days will actually sell out," says McDaniel.

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Fright Nights Dates and Hours:

Event: Fright Nights at the PNE
Dates: October 13th - 31st, 2006
Times: 6:00 PM – 11:00 PM daily
Admission: \$20 per person Sunday – Thursday (\$15 at Safeway and 7 Eleven)
\$25 per person Friday and Saturday (\$20 at Safeway and 7 Eleven)

Warning! - Definitely not recommended for children under 13 or adults over the age of 65 with heart conditions, medical problems or persons with adverse reactions to strobe lights. Absolutely no guest costumes allowed.

For more information on Fright Nights 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, operations 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.

For more information, please contact:

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