
News Release

GOVERNMENT OF CANADA SUPPORTS THE FAIR AT THE PACIFIC NATIONAL EXHIBITION

VANCOUVER, British Columbia, July 24, 2009 — On behalf of the Honourable Tony Clement, Minister of Industry, the Honourable James Moore, Minister of Canadian Heritage and Official Languages, today announced the Government of Canada's investment of close to \$1.4 million to support the Fair at the Pacific National Exhibition (PNE) as part of the Marquee Tourism Events Program.

"This is exciting news for all involved in the Fair at the PNE," said Minister Moore. "The funding from the Marquee Tourism Events Program highlights our government's recognition of the real impact of the Fair on the local economy."

"The PNE is very excited and grateful for this important investment by the Government of Canada," said President and CEO of the PNE, Michael McDaniel. "This timely funding infusion will go directly toward building excitement and international calibre programming at this summer's Fair at the PNE and signals the start of the countdown to the Fair's 100th anniversary celebration in 2010."

Each year, the Fair at the PNE offers live music and dance shows, a parade, acrobats and street performers, a children's playland, cultural shows, a sand sculpture competition, games and a motocross bike show. The objective of the event is to provide affordable family entertainment for all ages.

Funding from the Marquee Tourism Events Program will allow the Fair to add to its existing lineup of entertainment, introduce new exhibits, redesign its marketing collateral, and research and produce a book and television special on the 100th anniversary of the PNE.

The Government of Canada's Marquee Tourism Events Program is investing \$100 million over two years to support events such as this one across the country. This program will help organizers expand the reach of their events and promote Canada as a must-see tourist destination to visitors from around the globe.

The Marquee Tourism Events Program is one of several tourism-related programs announced in Canada's Economic Action Plan. These programs provide measures to support Canada's economy, stimulate the growth of tourism and contribute to the development of Canada's visitor economy over the long term. They include the following:



- \$150 million over two years for national parks and historic sites; and
- \$40 million over two years to the Canadian Tourism Commission for domestic and international marketing.

For more information, please visit the [Marquee Tourism Events Program](#) website or the [Canada's Economic Action Plan](#) website.

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