

100
years of fun!

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**Pacific
National
Exhibition**

FOR IMMEDIATE RELEASE
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100TH ANNIVERSARY OF THE PNE COUNTDOWN IS ON DOWNTOWN PARADE FRIDAY - 2010 FAIR OPENS SATURDAY

Vancouver, BC – British Columbia’s most popular ticketed event – the annual Fair at the PNE – is getting its 100th anniversary party started early, with the **100th Anniversary PNE Parade** kicking things off this **Friday, August 20th at 7:00pm**.

The one-time special event will see 100 years of PNE magic travel along picturesque Beach Avenue in English Bay from Stanley Park to Sunset Beach. The parade will be part of a 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 Fair’s 10 decades of history.

“With more than 2000 participants and 12 giant parade balloons similar to those seen in the Macy’s parade in New York City, this is going to be a spectacular night,” said PNE President and CEO Mike McDaniel. *“We’re extremely excited to get this year’s celebrations underway and this is the perfect way to kick it all off.”*

The celebration continues when **the gates to the 100th Fair open at 11:00am Saturday, August 21st**. At **12:00pm** PNE guests are invited to a special **Opening Ceremonies** taking place on the PNE Concert Stage. Join dignitaries and local celebrities for a piece of giant anniversary cake supplied.

At **1:00pm** on Saturday the sounds of international music superstar ***Bryan Adams** will fill the air as he returns to his hometown to help kick off the 100th annual Fair with a special concert. Adams will be joined by signature band of summertime, ***The Beach Boys**, for the first concerts at the newly constructed **Empire Field Stadium**.

*Additional TicketMaster ticket required for this show.

Throughout the 17-day Fair, PNE guests can enjoy unprecedented entertainment programming for the price of Fair gate admission. Over \$6 million dollars in entertainment programming will be featured at this year’s event.

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Take in the amazing **Peking Acrobats**, back by popular demand this show combines centuries of Chinese history and folklore with 21st century technology and special effects. Enjoy a **Superdogs Show**, see this year's **PNE Prize Home**, and don't miss the debut of the **100 Years of Fun Parade**, which winds its way thru the fairgrounds daily at **4:30pm**.

The opening **Summer Nights Concert** on the PNE Amphitheatre is none other than **Kevin Costner and his band Modern West**, starting at **8:00pm**.

End your first day at the 2010 Fair at the PNE by checking out **KABOOM!** – a giant pyro-musical celebration of the PNE'S 100th anniversary at **10:15pm**.

For more information about this year's Fair at the PNE (August 21 - September 6, 2010) 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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