



1910  2010

# Pacific National Exhibition

## **2010 FAIR AT THE PACIFIC NATIONAL EXHIBITION AWARDED \$2.9 MILLION IN FEDERAL MARQUEE TOURISM FUNDING**

FOR IMMEDIATE RELEASE (May 10, 2010)

VANCOUVER, BC — The Pacific National Exhibition is pleased to announce it is the recipient of \$2,984,250 in funding through the Government of Canada's Marquee Tourism Events Program.

"This is very exciting and is an extremely important investment by the Government of Canada," says the President and CEO of the PNE, Michael McDaniel. "This funding, the largest in our organization's history, will be spent on programming and marketing the upcoming 100<sup>th</sup> Anniversary of the Fair at the PNE."

Planning for the 100<sup>th</sup> Anniversary Fair has been underway for years, and this added investment will further enhance the festivities for this year.

"As we enter final preparations for the largest Fair in our history, this funding infusion will allow us to augment an already spectacular entertainment line up with a number of exhibits and performance elements," McDaniel said.

"The Fair at the PNE has been the place where generations of families have celebrated and we're looking forward to welcoming the residents of Vancouver, British Columbia and the world in this extra special year," said PNE Board of Directors Chairman Raymond Louie.

The full 2010 Fair at the PNE program announcement is expected in June. The annual Fair at the PNE runs daily from August 21<sup>st</sup> – September 6<sup>th</sup> at Hastings Park in Vancouver.

-more-

The annual direct economic impact of the Fair at the PNE to the city of Vancouver is estimated at \$42 million. The Marquee Tourism Events Program invested \$1.385 million in the Fair at the PNE in 2009, increasing that impact by \$4.2 million.

For more information about the Pacific National Exhibition visit: [www.pne.ca](http://www.pne.ca). For more information, please visit the [Marquee Tourism Events Program](#) website or the [Canada's Economic Action Plan](#) website.

- 30 -

Reference:

Laura Ballance  
Media Relations  
Pacific National Exhibition  
604.252.3533  
604.771.5176 (mobile)  
[laura@lbgm.ca](mailto:laura@lbgm.ca)