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NEWS RELEASE

PACIFIC NATIONAL EXHIBITION ANNOUNCES 2009 PNE PRIZE HOME PROGRAM

Historic Lottery Celebrates 75th Anniversary With Move to Kelowna

Vancouver, B.C.: North America's first prize home give-away, the PNE Prize Home Lottery, will celebrate its 75th anniversary in 2009. The beloved annual program, one of the most popular attractions of the 17 day Fair at the PNE, is proud to announce that the 2009 program will see the 75th PNE Prize Home relocated to **Kirschner Mountain Estates** in spectacular Kelowna, British Columbia.

"Over the past 75 years PNE Prize Homes have been relocated to communities across the Lower Mainland, Fraser Valley and Sunshine Coast," says the PNE's Vice President of Marketing Shelley Frost. *"This is the first time we've selected the BC interior for the Prize Home program, but we wanted to do something exceptional as part of the 75th anniversary celebration. We looked at locations across BC for this year's Home, but when we saw Kirschner Mountain we knew we had found the ideal spot for this very, very special Home, not only in the setting of the development, but also in the partnership with Kirschner Mountain."*

The 2009 PNE Prize Home is 3000 square foot plus craftsman style home, which will be relocated to the spectacular half acre lake view lot at Kirschner Mountain after its awarded to the lucky winner on Labour Day.

"We're thrilled to be a part of such an important BC tradition and proud that the PNE has chosen to make Kirschner Mountain, and Kelowna, the ultimate home for its most important Prize Home in decades," says Kirschner Mountain President Allan Kirschner.

PNE Prize Home A BC Tradition

When the PNE management of the day decided to give away a home as a raffle prize in 1934, it was unheard of. In fact, it is believed that the PNE Dream Home Lottery, as it was known at the time, was the first home giveaway lottery of its kind in North America.

The first PNE Dream Home was won in 1934 by Leonard Frewin, a mechanic from Vancouver who was courting Emily Leitch. Emily's father insisted that Leonard couldn't properly provide for his daughter, so he did not support the match. As fate would have it, Leonard attended the 1934 PNE on the last day of the Fair, where he purchased a Dream Home ticket for twenty-five cents. He heard his name announced as then called 'PNE Dream Home' winner while listening to the radio that night, went to Emily's house and proposed on the spot.

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The Frewin family lived in the original Dream Home for over 60 years until both Emily and Leonard passed away within months of each other in the 1990's and their children sold the home. The 1934 Dream Home was 800 square feet, and the lot along Renfrew Street, the home and its furnishings (provided by the Eaton's company) were valued at the time at an astounding \$5,000. The home was relocated from the Fairgrounds a half block away by a team of Clydesdales. The most exciting feature of that original Dream Home was the inclusion of an electric stove.

For more information about the Fair at the PNE 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 Hastings 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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