



NEW ATTRACTIONS AND STRONG ENTERTAINMENT MEAN BIG GAINS FOR 2014 FAIR AT THE PNE

September 2, 2014

Vancouver, B.C.- British Columbia's largest ticketed event, The Fair at the PNE, celebrated its 104th year by entertaining 769,242 guests, an 8% increase over last year's attendance of 712,049. The annual event introduced a number of new entertainment features, including the incredibly successful Game of Thrones®: The Exhibition, and some of the most talented musical guests the Fair has ever seen.

"We are thrilled with the success of The Fair at the PNE this year," says PNE President and CEO Mike McDaniel. "By offering traditional favourites that our guests have come to love, and featuring new programming that was available exclusively at the Fair for this year only, we really made sure the 104th Fair lived up to its iconic legacy."

This was the second year of a five-year plan to reenergize The Fair at the PNE. Successes of 2014 included an overwhelmingly positive response to Game of Thrones®: The Exhibition; Summer Night Concerts including Boyz II Men, Phillip Phillips, and Gypsy Kings; the Get Animated! Exhibit; Mystic India; Jigu! Thunder Drums of China® and the Mosaic Music Series.

Fair guests enjoyed a wide variety of food offerings in 2014, from the Fair favourites of mini donuts, corn dogs, and the 4th Annual Vancouver Rib Festival Competition, to the new offerings of cannolis from East Vancouver-icon Cannoli King and fully loaded poutine from Unroutine Poutine.

Planning is now fully underway for the 2015 Fair at the PNE that will run from August 22 – September 7.

For more information 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 15-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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2014 FAIR BY THE NUMBERS

General

- 769,242 – number of visitors to the 2014 Fair
- 17,000 – average number of steps taken per day by a PNE employee
- 5,030 – approximate number of items returned to the Lost and Found
- 104 – age of this year's Fair
- 8 – number of hours spent by the average family at The Fair
- 1 – number of Emmy Awards brought to The Fair at the PNE

Agriculture

- 324,891 – total sales for the 4-H auction
- 400 – total participants in the 4-H auction
- 250 – number of chicks born at The Fair
- 22 – dumpster loads of dung taken away from the livestock barns
- 9 – number of calves born at The Fair

Entertainment

- 48,000 – number of people that went through Game of Thrones®: The Exhibition
- 200,000 – number of people who watched the Superdogs show
- 144,800 – number of people that watched Timber! – A Stompin' Lumberjack Shindig
- 1,000 – number of seats in the Beer Garden (Vancouver's largest outdoor patio)
- 860 – pounds of food consumed by the Superdogs
- 100 – number of original artifacts in Game of Thrones®: The Exhibition
- 75 – number of years Dal Richards has performed at The Fair
- 50 – years since The Beatles played at the PNE's Empire Stadium
- 45 – number of pooches in the Superdogs show
- 18 – number of Superdogs trainers
- 16 – age of 2014 PNE Star Showdown winner, Alyssa Gutierrez

Food

- 4,500,000 – number of Kernels popped at Canadian Kettle Corn
- 2,000,000 – number of mini donuts sold at Those Little Donuts stand
- 210,000 – ounces of Root Beer consumed at Buckeyes Root Beer
- 90,000 – number of corn dogs sold
- 69,000 – number of shrimp sold at Shrimp Boat
- 33,500 – number of cotton candies sold
- 30,500 – number of 16 oz. soft drinks sold
- 25,000 – pounds of dough used to produce mini donuts at Those Little Donuts stand
- 21,000 – racks of ribs sold
- 13,890 – number of lemons used at the lemonade stand
- 12,240 – number of cobs of corn sold at the Chilliwack Corn stand
- 7,550 – number of samosas sold at Curry-In-A-Hurry
- 7,500 – number of Crazy Dogs sold
- 5,000 – number of food-related jobs created for the Fair
- 4,800 – number of turkey legs sold
- 3,765 – number of sliders sold at Gourmet Burgers
- 3,750 – number of deep fried Mars bars sold
- 3,000 – number of root beer floats sold at Ernie's Ice Cream
- 2,100 – gallons of BBQ sauce used at the 4th Annual Vancouver Rib Festival Competition
- 2,000 – number of calories in the Vortex Burger from Gourmet Burgers
- 775 – pounds of potatoes used to make Wiggle Chips

125 – kilograms of fudge sold
90 – age of Ernie from Ernie’s Ice Cream
76 – number of years Ernie’s Ice Cream has been at The Fair
72 – number of years Jack Hunter has worked at the PNE
71 – number of food vendors at the 2014 Fair
4 – number of competitors in the 4th Annual Vancouver Rib Festival Competition
2 – number of tablespoons of sugar in a large cotton candy

Games

250,200 – number of stuffed animal prizes won at games annually during The Fair
19,000 – number of annual plays on the Playland Midway Dart Game
3,270 – number of bottles broken at the Bottle Break Game on the Payland Midway annually

PNE Prize Home

1,300,000 – dollar value of the PNE Prize Home
121,000 – number of people that went through the PNE Prize Home
2,000 – number of times per day a PNE Prize Home ticket seller says “Win a house, win a car”
80 – number of years the PNE has been giving away a PNE Prize Home
3 – years in a row Jillian Harris has designed the PNE Prize Home

Rides

8,160 – number of times the Wooden Roller Coaster went around the track during the Fair
218 – height in feet of AtmosFEAR, the tallest ride at the Fair
90 – number of seconds per ride on the Wooden Roller Coaster
90 – age of oldest person to ride the Drop Zone
54 – number of rides at The Fair
1 – new ride added to Playland in 2014 (Rock N’ Cars)

Vancity Member Day & Zero Waste Event

18,000 – number of visiting guests to the annual Fair at the PNE on Vancity Member Day
2,070 – number of kilograms of organic matter diverted from the landfill
165 – number of kilograms of mixed containers diverted from the landfill
120 – number of kilograms of solid waste diverted from the landfill
94.9 – percent of the day’s waste diverted from the landfill