



IT'S THE FAIR THING TO DO!

PNE changes operating days and pricing to make the Fair at the PNE more accessible for families

For Immediate Release (February 5, 2013)

Vancouver, B.C.: It's the largest ticketed event in British Columbia, entertaining over three-quarters of a million people annually as a beloved end-of-summer tradition for generations of British Columbians. Today, the Pacific National Exhibition, the not-for-profit organization which puts on the annual family event, is proud to announce new dates and pricing for the 2013 Fair.

For the first time in its history the Fair at the PNE will operate 15 days during its traditional 17 day run, closing the first two Mondays of the Fair, allowing for the savings associated with the reduction of costs over the Fair's two traditionally slowest days to be passed onto guests.

"We've listened to our guests, evaluated a number of factors and analyzed an industry trend in the United States that is seeing incredible success for longer run fairs such as ourselves," says PNE President and CEO Michael McDaniel. "We've considered moving to this model for some time and have spent the last several months working with our vendors and partners to make it a reality. We're very happy to pass on the savings to our guests."

Guests of the 2013 Fair will see a 20% reduction in pricing of general admission and parking. Additional ride, admission and food promotions will be announced closer to the Fair along with the PNE's award winning entertainment program.

PNE spokesperson Laura Ballance says the moves come on the heels of significant dialogue with Fair guests including surveys, online input and guest service analysis.

"Closing on those two Mondays will allow us to pass on significant savings – making the Fair at the PNE more accessible for every family in BC," says Ballance. "We're proud of our history as the number one tourist event in the province, but as is part of our normal due diligence we have assessed a number of factors within the current economic climate which have challenged every event, business and family in this province. We're excited to pass the savings on to our guests, making the Fair more accessible for all British Columbians."

2013 Fair at the PNE pricing:

Adult admission: \$16.00 at the gate including tax (from \$20.00 in 2012)

Kids: 13 and under FREE

On site parking: \$16.00 including tax (from \$20.00 in 2012)

2013 Fair at the PNE dates:

August 17 – September 2, 2013*

***CLOSED MONDAY AUGUST 19 AND MONDAY AUGUST 26**

The PNE will announce its award winning, multi million dollar free-with-admission entertainment program for the 2013 Fair at the PNE in June.

For more information about the PNE visit: pne.ca.

About PNE:

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.

Reference:

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