



PNE PRIZE HOME CELEBRATES ITS 80TH ANNIVERSARY

A Look Back at the History of the PNE Prize Home Lottery

For Immediate Release

Vancouver, BC – In 1934, The Fair at the PNE offered up an astonishing prize that would go to one lucky fairgoer – a fully furnished home that came with a free city lot. The new contest brought thousands of curious and hopeful guests to the Exhibition that year. For many, the prize home was a dream; for the more practical-minded organizers, it was a great way to showcase British Columbia’s wealth of homegrown materials and talent.

The first PNE Dream Home (as it was then called) 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 the winner while listening to the radio that night, went to Emily’s house and proposed on the spot.

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 1990s 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.

It has been 80 years since Leonard Frewin won that first PNE Prize Home, and since then, dozens of winners, like Leonard, have had their lives changed forever by the annual lottery.

“I don’t think anyone would have predicted in 1934 that the Prize Home would have developed the legacy that it has today,” says Mike McDaniel, President and CEO of the PNE. *“In many ways, the history of this contest has become deeply intertwined with the history of British Columbia itself, and, over the past 80 years, we have had so many amazing stories from our winners who have come from across the province.”*

The PNE Prize Home has come a long way since Leonard won the 800 square foot bungalow. In celebration of 80 years as one of British Columbia’s most prized annual traditions, the 2014 PNE Prize Home has been designed by Canadian designer Jillian Harris, includes an estate-sized lot on Kelowna’s Kirschner Mountain and is valued at over \$1.3 million.

For more information about the PNE Prize Home please visit: www.pneprizehome.ca.

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About the 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 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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