



## **PNE ANNOUNCES LARGEST FAIR PROMOTIONS PROGRAM IN 103-YEAR HISTORY OF THE BELOVED ANNUAL EVENT**

***NEW DEALS AND SPECIAL PROMOTIONS MAKE 2013 FAIR EVEN MORE AFFORDABLE FOR BC FAMILIES***

For Immediate Release  
July 17, 2013

**Vancouver, BC** – Organizers of British Columbia’s most beloved annual end-of-summer tradition, The Fair at the PNE, are making it even more affordable for residents and tourists alike to enjoy the largest ticketed event in the province. With a host of special promotions for the 2013 Fair, combined with this year’s new 20% reduction in admission and parking prices – the 2013 Fair is an easy choice for summer fun.

*“We are committed to ensuring the 2013 Fair offers exceptional value for money and so today we are happy to announce the most comprehensive promotions program we’ve ever undertaken,”* says PNE President and CEO Mike McDaniel.

Featuring a multi-million dollar entertainment lineup, including one of the best Summer Night Concerts lineups to date and a new feature exhibit: Genghis Khan: The Exhibition, the 2013 Fair is stacked full of exciting new entertainment features the whole family will enjoy. Plus, fairgoers won’t want to miss their favourite returning attractions including the Superdogs, The Peking Acrobats, Canfor Playhouses, Drumbeats and Family Feud Live!

**\*Note** – Due to high demand, more reserved seating for Summer Night Concerts shows will be made available at 10:00 am on Friday, July 19. Summer Night Concerts general seating is free with admission. Reserved seating for super fans starts at just \$15.00.

### **Special Promotional Days**

#### **Free Admission Day - Presented by Port Metro Vancouver**

Visitors entering the fairgrounds between 11:00 am and 1:00 pm on Tuesday, August 20, will receive free gate admission. Admission includes access to the over 700 exciting shows, some exhibits and attractions that make up the free-with-admission programming at the annual Fair.

#### **Seniors Day!**

One of the most historic programs in PNE history - Seniors Day is back for 2013! Guests aged 65 and older will receive FREE gate admission on Seniors Day, Thursday, August 22, when they can enter the Fairgrounds free of charge between 11:00 am and 1:00 pm.

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### **Wild Ride Wednesday**

This year the PNE is presenting a special ride promotion where thrill-seekers of all ages can test their fears on Wild Ride Wednesday. From 11:00 am to 1:00 pm on Wednesday, August 21, The Fair at the PNE is offering two-for-one all day Ride Passes, good for over 50 exciting rides at Playland. Wild Ride Wednesday ride passes can be purchased only onsite and are only valid Wednesday August 21.

### **Vancity Member Day**

Vancity Members and their guest will pay only \$5 for admission into The Fair on Thursday, August 29. This special promotion is available all day.

### **Everyday Fair-Wide Savings**

#### **Price Reduction**

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 Monday's (August 19 and August 26) of The Fair will allow for the savings associated with the reduction of costs over The Fair's two traditionally slowest days to be passed onto guests. Guests of the 2013 Fair will see a 20% reduction in pricing of general admission and parking.

#### **Pinwheel Deals**

Along with reduced Gate Pass and parking prices, a brand new initiative for the 2013 Fair is Pinwheel Deals, a coupon book with over \$300 in savings. Making the best part of summer even more affordable for families, the Pinwheel Deals coupon book contains discounts from more than 50 vendors, concessions and exhibitors, offering guests even more ways to save. Pinwheel Deals is free with the purchase of Fair tickets bought online at [pne.ca](http://pne.ca) before July 31, 2013. Alternatively, it is available to guests for \$2 at the Fair.

#### **Summer Night Concerts**

All Summer Night Concerts are free with gate admission, but super fans looking for reserved seating will have the opportunity to purchase a limited number of seats. More reserved seating for sold out shows will be made available at 10:00 am on Friday, July 19. Reserved seats start at just \$15.00.

#### **After Dark Gate Pass**

Night owls are in luck – after 9:00 pm nightly, guests can purchase a Fair Gate pass for just \$5.00.

#### **Twilight Ride Pass**

Midweek evenings bring even more savings at The Fair at the PNE. Guests can save \$13.00 on the price of a ride pass if they purchase a Twilight Ride Pass Tuesday through Thursday after 5:00 pm.

#### **Children 13 and under are FREE**

For the third year in a row, children aged 13 and under will receive free admission into The Fair. This special promotion is available anytime during the 15-day Fair. A maximum of five children aged 13 and under will be admitted free per one paying adult 21 years of age or older.

#### **2013 Fair Gate Prices:**

Adults: \$16.00 at the gate including tax (down from \$20.00 in 2012)

Only \$14.00 at Safeway, 7-Eleven, Save-On-Foods, PriceSmart Foods, Cooper's Foods, Urban Fare and online at [www.pne.ca](http://www.pne.ca)

Kids: 13 years and under are FREE

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

#### **2013 Fair Dates:**

August 17<sup>th</sup> – September 2<sup>nd</sup>, 2013\*

\*CLOSED MONDAY, AUGUST 19 AND MONDAY, AUGUST 26

For more information about the Fair at the PNE visit: [www.pne.ca](http://www.pne.ca).

**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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