



## **PNE announces Summer Playland Festival 2012; North America's first dedicated teen music festival**

May 1, 2012

Vancouver, BC – Today at 4pm PST, the PNE announced via social media, a first-of-its-kind teen music festival called the Summer Playland Festival (SPF 2012). Running **July 6-8, 2012** at **Playland** and the PNE **Amphitheatre**, SPF 2012 features some of music's top acts including **Marianas Trench, Joe Jonas, OneRepublic, Dragonette, Cobra Starship, Danny Fernandes, Gym Class Heroes** and local sensation **Carly Rae Jepsen**.

This groundbreaking event puts a new spin on youth festivals with 21 exciting concerts all selected with a teenage audience in mind.

*"We're thrilled to be able to offer this incredible teen summer music festival and believe it will be a great way for youth to kick-off the summer season,"* said Mike McDaniel, President and CEO, Pacific National Exhibition. *"We think it's a fantastic addition to our summer programming at Playland and will be a great lead in to our 17-day Summer Night Concert Series that happens nightly during the Fair at the PNE."*

SPF 2012 features seven acts each day on two stages, the PNE Amphitheatre Stage and the Park Stage. The acts include a number of high profile international bands as well as some exciting local up-and-comers.

PNE Amphitheatre Stage acts: Dragonette, Carly Rae Jepsen, Marianas Trench, Danny Fernandes, Gym Class Heroes, OneRepublic, Hot Chelle Rae, Joe Jonas and Cobra Starship.

Park Stage acts: DiRTY Radio, Kaylee Johnston, Neverest, The Proper Villains, Jackie Valentine, Eric Solomon, Kristina Maria, Jesse Giddings, Victoria Duffield, and The New Cities.

Ticketholders will have access to Playland's rides as well as the two concert stages. There are seven acts scheduled per day.

Tickets go on sale Saturday May 5. Tickets will be available online at 10:00 am through Ticket Leader at [www.TicketLeader.ca](http://www.TicketLeader.ca) or through the PNE website at [www.PNE.ca](http://www.PNE.ca). Tickets can also be purchased by calling Ticket Leader at 604-757-0345. Tickets may be purchased in person from the Playland main gate on May 5, 2012 from 10:00am to 5:00 pm.

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Single Day tickets are \$59 for Bleachers, \$89 for Floor and \$129 for VIP. Three day Festival Passes are \$159 for Bleachers, \$229 for Floor and \$329 for VIP.

The PNE's social media channels have all the up-to-date information including messages from the music acts. Youth can find out more at the following sites:

Website: [www.spf2012.ca](http://www.spf2012.ca)

Facebook: [www.facebook.com/pne.playland](http://www.facebook.com/pne.playland)

Youtube: [www.youtube.com/pneclips](http://www.youtube.com/pneclips)

Twitter: [www.twitter.com/pne\\_playland](http://www.twitter.com/pne_playland) (hashtag #SPF)

### **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 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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