



## Pacific National Exhibition

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**FOR IMMEDIATE RELEASE**  
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**NEWS RELEASE**

### **PNE ANNOUNCES \$4 MILLION INVESTMENT IN FAMILY ENTERTAINMENT FOR 2007 FAIR!**

**Vancouver, BC** – The Pacific National Exhibition (PNE) will launch the largest free family entertainment package ever offered at a Canadian event for its 2007 Fair at the PNE.

Running August 18 to September 3 at Hastings Park, Vancouver, the Fair at the PNE will feature more exciting entertainment programming than ever!

*“2006 was an extraordinary year for the PNE,”* says President and CEO Michael McDaniel. *“In the past decade the PNE has developed an international reputation for producing an exceptional level of custom programming for our guests as part of their admission to the fairgrounds. This commitment to sophisticated, custom, free family entertainment led to our being selected as Best Family Attraction in Canada in 2006, and for 2007 we are committed to taking our entertainment package to a new level.”*

The PNE is proud to announce the 2007 Fair at the PNE Entertainment Lineup:

#### **Summer Nights Concert Series**

*To access photos of this year's PNE performers go to [ftp.curvecommunications.com](http://ftp.curvecommunications.com)*

*Username: curveftp*

*Password: bcy\_2007*

*See Media file/PNE Entertainment Photos*

One of the best in the Fair's history, this year's concert event features Kenny Loggins, the legendary Tanya Tucker, the Pointer Sisters and Teen Idols including Mickey Dolenz of the Monkees, as just some of the artists who will be performing on the Rogers Amphitheatre stage every night of the Fair starting at 7:30pm. Purchase a Fairtime Seasons Pass and see every night of great entertainment for one low price, visit [www.pne.ca](http://www.pne.ca) for information.\*NEW FOR 2007

- August 18: Bobby Bruce's Nearly Neil and The Solitary Band
- August 19: Teen Idols Starring Peter Noone (Herman's Hermits), Mickey Dolenz (The Monkees) and Dean Torrence (Jan & Dean)
- August 20: The Pointer Sisters
- August 21: Tanya Tucker
- August 22: Little Anthony and the Imperials
- August 23: The Wilkinsons
- August 24: Michael Kaeshammer
- August 25: Eva Avila plus a sneak peek performance of Destino Tenors
- August 26: Trooper
- August 27: Emerson Drive
- August 28: Kenny Loggins
- August 29: Christopher Cross with very special guest Carrie Wilson (of Wilson Phillips)

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August 30: Downchild Blues Band  
August 31: Salute to Elvis  
September 1: Babe Gurr  
September 2: The Higgins  
September 3: Destino Tenors

### **Toontastic Celebration Parade**

See the magic come to life at the Toontastic Celebration Parade. Come cheer on your pals from the Saturday morning cartoons - Woody Woodpecker, Lunar Jim™, Gumby, The Berenstain Bears™, Pink Panther™, Betty Boop, Clifford the Big Red Dog, Curious George, Thomas the Tank Engine™, Scooby Doo™, Cat in the Hat, and Strawberry Shortcake™. Together with special guest daily grand marshals, the PNE's KC Bear, giant inflatables, massive props and over 90 performers, there's something for everyone in the biggest party the PNE has ever seen. \*NEW FOR 2007

©2007, the Berenstain Bears. Strawberry Shortcake™ character designs ©TCFC. SCOOPY-DOO and all related characters and elements are trademarks of and © Hanna-Barbera. Appearance is a production of Milestone Productions, LLC,

### **KC Bear's Street Party**

Want to meet some of the "stars" of the Toontastic Celebration Parade? Join the PNE's own KC Bear for a festive street party featuring special guests and your favourite Toontastic cartoon characters. You only need to bring your camera – we'll provide the smiles. \*NEW FOR 2007

### **Red Robinson's Talent Showdown**

The PNE is proud to present BC's premiere Talent Showdown. Hosted by the legendary Red Robinson himself, this all-new program features a different round of semi-finalists performing each day and an all ages final judged by top professionals with a grand prize of \$10,000 up for grabs. \*NEW FOR 2007

### **Spirit Plaza**

Located in the centre of the Fairgrounds, this exciting new entertainment hub will feature the debut of the **Flying Canucks** with present and future Olympians performing thrilling aerial, acrobatic skiing, snowboarding and new-school freestyle "Big Air" maneuvers on a man-made ski jump. These athletes defy gravity to the high-energy beats of a dynamic soundtrack. Guests can stay to the end of the show for an opportunity to meet the Flying Canucks. Spirit Plaza is also home to the popular **Masque Beer Garden**, where you can stop by for a cool, frosty drink and a little taste of Bourbon Street and enjoy twenty-five of BC's top bands. Another featured attraction in Spirit Plaza is the brand new **Westcoast Wheel**, the PNE's spectacular new family Ferris Wheel style ride that will offer breathtaking views of the Fairgrounds from its 90 foot summit. \*NEW FOR 2007

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## **Peking Acrobats**

For the first time ever at the Fair at the PNE, the Peking Acrobats will perform treacherous wire walking, trick cycling, precision tumbling and amazing displays of contortion, flexibility and control. See all of their tricks from the precarious pagoda of chairs to astonishing feats of juggling dexterity and balance. 12:00pm, 2:00pm and 4:00pm every day of the Fair in the Garden Auditorium. \*NEW FOR 2007

## **Salute to Elvis – The 50<sup>th</sup> Anniversary of the King at the PNE!**

On August 31, 1957, Elvis Presley came to PNE; one of only three dates he ever played outside of the United States. The King performed at Empire Stadium, drawing the largest attendance of his North American tour. Fifty years later, on August 31, 2007, we pay tribute to Elvis, the man who started it all. Award-winning tribute artists, Steve Elliott and Wally Tiemer bring their talented shows to the Fair at the PNE at the Rogers Amphitheatre for one glorious night of stories, remembrances, and good old rock 'n roll. Red Robinson, who emceed the original concert, will be there with Elvis' best friend, Joe Esposito, as they both relate stories of their friendship with Elvis. This is a one-night, one-time only anniversary celebration of Elvis Presley's incredible life and career. \*NEW FOR 2007

## **Wheels of Steel featuring the Outlaws of Motorsports**

Wheels of Steel is the most exciting and dramatic motorsports event the Fair at the PNE has ever produced. Wheels of Steel combines flying freestyle motorbikes, racing quads, crazy monster trucks, unbelievable fire effects and live DJ music to create a music and metal masterpiece. From the first full contact battle of the quads in Canada, to synchronized freestyle motocross and the Globe of Death, this is one show you won't want to miss. 2:00pm, 4:30pm, 6:30pm and 9:00pm every day of the Fair in the Motorsport Stadium. \*NEW FOR 2007

## **The Card Stacker**

The PNE is thrilled to welcome Bryan Berg, Guinness World Record holder in card stacking. Berg, the acknowledged inventor of card stacking on the grand scale is a self-taught artist. Berg uses no tape, glue, or other tricks in his work. Berg will create a massive sculpture out of playing cards during the 17-day Fair. \*NEW FOR 2007

## **Returning Favourites**

Everyone's beloved Fair favourites, including the **Iams Superdogs in "Simply Woofy"**, the **Pig Races**, **Art Cars**, the **Pacific Spirit Horse Show** and the **Dal Richards Orchestra** are all back for another year of entertainment.

Also back by popular demand are the **award-winning Rollin' Thunder**, the Fair at the PNE's high energy boot kicking musical nightly finale; **Interactive Art at Festival Square**; the **Neighbourhood Showcase** featuring local community groups of dynamic dancers, exhilarating musicians and special guests; and **Street Stars**, the street entertainer series featuring, for the first time in 2007, El Gleno Grande and his equestrian antics, and the laugh-out loud comedy of OzStar Airlines, the amazing Human Fountain.

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**Illusions and Beyond** returns for another magical year at the Fair at the PNE with a brand new show. Combining magic, comedy and unbelievable new illusions, this show promises to thrill the entire family. **High Dive Comedy Quest** has Sinbad and his band of Gold Seekers searching for the fabled Golden Pineapple. Their search has them flipping, flying and tumbling through the air, reaching speeds of over 88km per hour from heights reaching 80 feet.

Also returning for 2007 is **the 3<sup>rd</sup> Annual PNE Sandsculpture Competition**. Featuring sand sculpture artists from around the world competing for cash prizes, this spectacular event is rapidly becoming one of the most popular at the Fair. Watch the competition unfold along historic Miller Drive each day of the Fair.

All of these great attractions are free with admission to the 2007 Fair at the PNE.

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| <b>Event:</b>                 | <b>The 2007 Fair at the PNE</b>   |
| <b>Date(s):</b>               | <b>August 18 to September 3, 2007</b>   |
| <b>Location:</b>              | <b>Hastings Park, Vancouver</b>   |
| <b>Gate Admission:</b>        | <b>Fair Gate Pass (6 – 64 years) \$15.00<br/>Fair Seniors Gate Pass (65 years+) \$5.00<br/>FREE admission to children 5 years and under</b> |
| <b>Fair Ride Passes:</b>      | <b>One-Day Fair Ride Pass \$34.75<br/>One-Day Junior Fair Ride Pass (Guest under 48" tall) \$23.75</b>                                      |
| <b>Season Gate Pass:</b>      | <b>Fair Season Gate Pass \$34.75*</b>   |
| <b>Gate &amp; Ride Combo:</b> | <b>Fair Gate &amp; Ride Combo Pass \$47.75**<br/>Fair Gate &amp; Junior Ride Combo Pass (Guest under 48" tall)<br/>\$36.75**</b>            |

\*only available at gate or online.

\*\*only available at off-site retailers or online

**OFF-SITE RETAILERS: Fair Gate Passes and Ride Passes at:  
Safeway, 7-11, Shoppers Drug Mart and Shell as of MONDAY,  
JULY 30.**

**More information:** Purchase your tickets now! [www.pne.ca](http://www.pne.ca)  
For more information: [www.pne.ca](http://www.pne.ca) or 604-253-2311  
All tickets are available for purchase online as of June 18,  
2007

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.

**For more information, please contact:**

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