



FOR IMMEDIATE RELEASE

NEWS RELEASE

## **PNE EXPANDS HISTORIC 'ELEMENTARY SCHOOL TICKET PROGRAM'**

### **2011 FAIR AT THE PNE TO INTRODUCE FREE ADMISSION FOR CHILDREN 12 & UNDER FOR THE RUN OF THE EVENT**

**Vancouver, B.C.** – Now in its 101<sup>st</sup> year, the Fair at the PNE is proof some things get better with age, as it gets set to offer FREE gate admission for all children 12 and under during the Fair's run from Saturday, August 20 to Monday, September 5, 2011.

*"This is British Columbia's favourite family event, an annual tradition for generations of British Columbians and the high point of summer for our city,"* says President and CEO Mike McDaniel. *"Our decision to offer free admission to children 12 and under is the evolution of our decades-long, highly-successful School Ticket Program. We wanted visitors, particularly families to be able to visit the Fair on multiple occasions over the 17 days."*

For the first time since the 1940's the PNE won't be sending a free entrance ticket home in elementary school report cards across the province. Instead, children 12 and under will be admitted free with an adult throughout each day of the Fair at the PNE.

*"We know that with report cards going home over the next two weeks there will be students and parents wondering where their PNE ticket is, and we are very pleased to be announcing that program, traditionally seeing about 70,000 students redeem their free tickets annually, expanded so families can attend the Fair a number of times and take in all shows, exhibits and attractions that are geared to elementary school aged children,"* says McDaniel.

Now in its 101<sup>st</sup> year, the annual Fair at the PNE is BC's premier summer time events offering a wide range of new and classic family entertainment, including the all-new Family Theatre, Summer Night Concerts, Peking Acrobats, Evolution of Extreme motorsports spectacular and Pop City a Pyro Celebration and the Superdogs.

**Event:** The 2011 Fair at the PNE  
**Date(s):** August 20 to September 5, 2011  
**Location:** Hastings Park, Vancouver  
**Gate Admission:** Fair Gate Pass (13 – 64 years) \$20.00

-more-

**Fair Seniors Gate Pass (65 years+) \$8.00**  
**FREE admission to children 12 years and under**

**Fair Ride Passes:**           **One-Day Fair Ride Pass \$42.75**  
   **One-Day Junior Fair Ride Pass (Guest under 48" tall) \$29.75**

**Season Gate Pass:**           **Fair Season Gate Pass \$53.00**

**More information:**           **Visit [www.pne.ca](http://www.pne.ca) to purchase tickets or for more information**

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.

-30-

**For more information, please contact:**

Laura Ballance  
Media Relations  
Pacific National Exhibition  
604.637.6646 (direct)  
604.771.5176 (mobile)  
[laura@lbgm.ca](mailto:laura@lbgm.ca)

Rebecca Peters  
Media Relations  
Pacific National Exhibition  
604.637.6649 (direct)  
604.762.2098 (mobile)  
[rebecca@LBMG.ca](mailto:rebecca@LBMG.ca)