



FOR IMMEDIATE RELEASE

NEWS RELEASE

IT'S THE FAIR THING TO DO!

PNE DOES THE MATH AND ADDS '13 AND UNDER' TO ITS FREE 2011 FAIR PROGRAM

Vancouver, B.C. – As part of its Fair entertainment announcement this week, the Pacific National Exhibition announced plans to replace its historic school report card ticket program by offering free gate admission for all children 12 and under during the Fair's run from Saturday, August 20 to Monday, September 5, 2011, but based on calls from parents across the province, **has amended the program to include young people aged 13 and under.**

*"Our intention was to expand one of our most popular programs, the School Report Card Ticket Program, to allow families to enjoy more of this year's Fair," says PNE President and CEO Michael McDaniel. "We followed our normal pricing cut off of 12 and under and offered free admission for those children throughout the Fair. The response has been extremely positive from people across BC, but we have also heard concerns from parents with grade 7 children who turn 13 before this year's Fair and who would have received a School Ticket under the past system, but who are now ineligible for free admission. Obviously, that was not our intention, so to correct that problem, we've revised the plan to include children **13 and under FREE to this year's Fair,**" says McDaniel. "We want all British Columbia families with elementary school aged children to benefit from this program and to have the opportunity to enjoy many days at the Fair."*

For the first time since the 1940s the PNE won't be sending a free entrance ticket home in elementary school report cards across the province. Instead, children 13 and under will be admitted free throughout each day of the Fair at the PNE*.

Now in its 101st year, the annual Fair at the PNE is BC's premier summer time event 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, 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 Fair Seniors Gate Pass (65 years+) \$8.00 FREE admission to children 13 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

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Season Gate Pass: **Fair Season Gate Pass \$53.00**
Fair Gate and Ride: **\$62.75**
More information: Visit www.pne.ca to purchase tickets or for more information

*A maximum of five (5) children aged 13 and under will be admitted free per one paying adult.

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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