



## 2011 FAIR AT THE PNE REMAINS BRITISH COLUMBIA'S LARGEST TICKETED EVENT

For Immediate Release

**Vancouver, B.C.-** For its 101<sup>st</sup> year the Fair at the PNE rolled out a new Family Theatre, a new nighttime finale show and moved one of its most popular attractions, the Peking Acrobats, into its largest venue. The Fair also debuted a number of other new attractions, including a brand new Rib Festival that proved incredibly popular with fairgoers.

*"It was a fantastic Fair,"* says PNE President and CEO Michael McDaniel. *"From the nightly concerts on the WestJet Concert Stage to the new motorsport show Evolution of Extreme the entertainment program was very well received by our guests, and great weather was a bonus for this year's Fair."*

**In all, the 2011 Fair welcomed 803,598 visitors this year, down from 937,485 who visited as part of the centennial celebration in 2010.**

Despite lower attendance numbers, anticipated to be down from the PNE's centennial year event, a number of the PNE's largest vendors and on site exhibitors reported a strong year at the event, *"from the vendors at the Rib Festival to longtime concessionaires such as the Pink Solution and Sweepa, we saw an extremely strong year at the event,"* says McDaniel.

This year's Fair featured over \$3 million in free with admission programming, including the nightly **Summer Night Concerts**. Artists performing in this series included **Donny Osmond, Air Supply, Chris Isaak, and Daryl Hall and John Oates**, the **Stereos, Delhi2Dublin** and **Kim Mitchell**. The 17 nightly shows were enjoyed by guests young and old, a testament to the truly diverse and well-known entertainment acts that were brought in for this year's Fair.

**Pop City**, the PNE's brand new nightly finale show wowed guests with its combination of live cast performances and special effects, and always-popular motorsports program debuted a brand new show – **Evolution of Extreme**.

The star of the midway was the towering **AtmosFEAR** ride, unveiled at Playland in mid-July; the 218-foot family thrill ride rode over 51,000 guests during its first Fair. Overall ridership at Playland was extremely strong, thanks in part to the new AtmosFEAR ride and also to the PNE expanding its traditional school ticket program which saw schoolchildren in British Columbia receive a free admission pass to the Fair to daily free admission to guests 13 and younger each day of the Fair.

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Food is always a big draw at the Fair this year the new **Crazy Dogs** booths and the 1<sup>st</sup> Annual **Rib Festival** were big hits. Crazy Dogs, which featured a two foot long Double Dog Dare Ya dog and a variety of other extreme interpretations of the traditional hot dog (including one topped with macaroni and cheese, a poutine dog and a seafood version) saw up to 40 minute waits for guests eager to try the unusual eats. Other hits of the 2011 Fair included the deep fried Poptarts, deep fried banana bread and deep fried hamburgers.

One of the most popular acts of recent years, the **Peking Acrobats** moved into the PNE's marquee venue, the Pacific Coliseum, in order to accommodate guests wishing to see the show, which performed twice daily throughout the Fair. And one of the most iconic shows at the PNE, the **Superdogs** welcomed over 200,000 guests during the event.

Preparation is now underway for the 2012 Fair at the PNE, August 18 – September 3, 2012 at Hastings Park. For more information visit: [www.pne.ca](http://www.pne.ca).

## 2011 FAIR AT THE PNE – BY THE NUMBERS!

### FOOD

- 575 – number of 2' long Double Dog Dare Ya! hotdogs sold during the Fair
- 2 – number of CFL footballs fields that the Double Dog Dare Ya! dogs sold at this year's Fair would stretch if laid end to end
- 10,000 – number of "Crazy Dogs" (mac and cheese dogs, poutine dogs, and pepperoni dogs) sold during the Fair
- 24,500 – number of pounds of potatoes and shrimp sold at the Shrimp Boat stand during the Fair
- 24,000 – number of racks of ribs sold at the 1<sup>st</sup> annual PNE RibFest
- 20,000 – number of pounds of fried onions used on burgers sold at Jimmy's Lunch stand annually
- 6,500 – number of samosas sold at Curry-In-A-Hurry annually
- 6,200 – number of deep fried Mars bars sold in 2011
- 21,000 – number of corn dogs sold annually
- 2,000 – number of pieces of fudge sold annually
- 9,000 – number of Baskin Robbins ice creams served annually
- 10,000 – number of Whales Tales sold annually
- 10,000 – number of lemons used in the lemonade stands annually
- 12,240 – number of cobs of corn sold at the Chilliwack Corn stand annually
- 40,000 – number of half chicken dinners sold at Henry's Chicken stand annually
- 2,040 – number of pounds of chili sold every year
- 2.5 million – number of mini donuts sold at the Those Little Donuts stand annually
- 26,775 – pounds of dough used to produce mini donuts at the Those Little Donuts stand every Fair
- 2 – number of tablespoons of sugar in a large cotton candy
- 33,500 – number of cotton candy sold during the Fair
- 30,500 – 16 oz. soft drinks sold during the Fair

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## **ENTERTAINMENT**

- 204,000 – number of guests who saw the Superdogs show in 2011
- 92,500 – number of guests who saw Pop City show in 2011
- 153,000 – number of guests who saw the Evolution of Extreme show in 2011
- 72 – number of years Dal Richards has played at the PNE
- 3 million – total dollars spent on free-with-admission entertainment programming at the 2011 Fair
- 5,000 – number of performers in the Festival Square community showcase program annually
- 6,000 – number of bees in a Bee Beard demonstration
- 860 – number of pounds of President's Choice Dog Food consumed by the dogs participating in the Superdogs show yearly
- 45 – number of canine athletes in the Superdogs show
- 18 – number of trainers in the Superdogs show
- 425 – number of Frisbees used as part of the Superdogs show and training during the course of the Fair
- 4,734 – total number of performers in PNE live shows

## **AGRICULTURE**

- 22 – number of dumpster loads of dung taken away from the livestock area of the PNE annually
- 250 – average number of chicks born annually
- 400 – number of participants in the 4H Festival for 2011
- 9 – average number of calves born at the Fair
- 82 – average number of cattle sold in the 4H Auction (45 Hogs, 35 Lambs)
- 34,750 – amount of money raised in the BC Youth in Agriculture auction at the Fair

## **RIDES / PLAYLAND**

- 51,000 – number of thrill seekers who tried the new AtmosFEAR
- 218 feet – height of the AtmosFEAR ride
- 53 – number of rides at Playland
- 45 – every 45 seconds a photo was taken of guests on the Wooden Roller Coaster
- 1,000 – number of times a day each of the cast of "scarers" horrify guests in the Haunted Mansion
- 90 – number of seconds in a ride on the world famous Playland Wooden Coaster
- 8,160 – number of times around the track the main (red) train will travel around the Wooden Coaster during the Fair
- 19,000 – number of annual plays on the Playland Midway Dart Game during the Fair
- 250,000 – average number of stuffed animals given out as prizes during the 17-day Fair annually
- 3,270 – number of bottles broken during the Bottle Break Game on the Playland Midway annually
- 3 million – number of individual rides at Playland during the Fair

**GENERAL FAIR**

- 120 – number of vendors participating in the PNE’s new composting program
- 175 – number of Coca-Cola beverage recycling collection bins
- 2,000 – average number of times per day a Prize Home ticket seller calls "Win a house, win a car"
- 3100 – square feet in the 2011 PNE Prize Home
- 77 – number of years the PNE has been giving away a PNE Prize Home
- 350 – number of exhibitors on site during the Fair in 2011
- 5000 – approximate number of items returned to the Lost and Found during the Fair
- 225 - number of exhibitors in the Marketplace
- 16 – number of performers in the Peking Acrobats show
- 1,000 – number of seats in Tributes Beer Garden (Vancouver’s largest outdoor patio)

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

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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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