



EMPIRE FIELD READY FOR 2011 LIONS SEASON OPENER

For Immediate Release (July 6, 2011)

Vancouver, B.C.: With less than a week before the BC Lions roar back into Empire Field for their season opener against the Calgary Stampeders, final preparations are underway at the Leos temporary venue – Empire Field at the PNE.

The first regular season game of the 2011 season will see the official unveiling of Western Canada's first stadium used multi unit pouring system, which pours up to 60 beers per minute at Empire's licensed concession stands. The "bottoms up" system, pours from beneath the cup then inserts an automatic stopper at the end of the pour. The system, dubbed the world's fastest beer pouring system, will improve speed-of-service and product consistency for Lions fans.

Another change from last year's Lions games is a total venue non-smoking policy with no in-and-out privileges.

"We started a no smoking policy similar to other major venues in the province during the Whitecaps games and received very positive feedback from the majority of the fans," says PNE spokesperson Laura Ballance. "We anticipate Lions fans will enjoy the thrill of great CFL football in a smoke free venue as well."

Tailgating will be back for the 2011 season at Empire with the safety guidelines have been outlined on the PNE website (www.pne.ca).

Visa, MasterCard, American Express, and debit payment, along with cash, will be accepted at all PNE Parking Lots. The PNE has an event based parking rate of \$20.00 (including all taxes).

For more information about the Fair at the PNE visit: 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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