



102ND FAIR AT THE PNE WELCOMED OVER 760,000 GUESTS TO BC'S MOST POPULAR TICKETED EVENT

For Immediate Release

Vancouver, B.C.- For 102 years the Fair at the PNE has been an end of summer tradition for British Columbia, and the 2012 event lived up to its iconic legacy, offering more than \$3 million in free with admission programming.

"From all accounts our guests felt it was a fantastic Fair," says PNE President and CEO Michael McDaniel. *"We received a great response to our new attractions including the new afternoon kids concert series on the WestJet Concert Stage, Star Trek – The Exhibition, and Family Feud Live."*

In all, the 2012 Fair welcomed 763,689 visitors this year, down 5% from 803,598 who visited the PNE in 2011.

"As the 2012 event approached we anticipated that we, like a number of other Canadian attractions, might see some drop off in tourists from the US," says PNE spokesperson Laura Ballance. *"Over the years an at par Canadian dollar does result in an effect on attendance with the Fair traditionally seeing between 23-25% tourist attendance. Fortunately we experienced great weather to help offset the drop in US travellers."*

This year's Fair featured more than \$3 million in free with admission programming, including the nightly **Summer Night Concerts**. Artists performing in this series included **Heart, Down With Webster, Emerson Drive, The Manhattan Transfer and Olivia Newton-John**. 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.

The Fair continued to put families first, by bringing back daily free admission to guests 13 and younger for the second straight year.

Food is always a big draw at the Fair. Deep-fried KoolAid, deep-fried wagon wheels, and maple-bacon ice cream rounded out the wackiest offerings alongside traditional favourites such as mini donuts and foot long hot dogs. The 2nd Annual **Rib Festival** was also a huge hit with five award winning "pit masters" travelling from across North America for the 2012 event.

Superdogs, still one of the most iconic shows at the PNE welcomed over 200,000 guests during the event while Star Trek – The Exhibition debuted to over 100,000 visitors.

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One of the PNE's most iconic and popular programs, the PNE Prize Home, saw over 120,000 guests tour the home throughout the 17-day Fair. The lucky winner will be drawn on Thursday, September 6th at 6:30pm.

Preparation is now underway for the 2013 Fair at the PNE, August 17 to September 2 at Hastings Park. For more information visit: www.pne.ca.

2012 FAIR AT THE PNE – BY THE NUMBERS!

FOOD

- 2.4 million – number of mini donuts sold at the Those Little Donuts stand annually
- 25,500 – pounds of dough used to produce mini donuts at the Those Little Donuts stand every Fair
- 26,000 – number of racks of ribs sold at PNE Rib Festival
- 502 – number of 2-foot long Double Dog Dare Ya! hotdogs sold during the Fair
- 8,000 – number of “Crazy Dogs” (caliente crunch, poutine dogs, and pepperoni dogs) sold during the Fair
- 26,000 – number of pounds of potatoes and shrimp sold at the Shrimp Boat stand during the Fair
- 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
- 5,700 – number of deep-fried Mars bars sold
- 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 Tails 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
- 2,040 – number of pounds of chili sold every year
- 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

ENTERTAINMENT

- 510 – number of Family Feud Live contestants in 2012
- 255 – number of times Bob Goen said “Survey Says...” during the 2012 Fair
- 100,000 – number of guests who went through the Star Trek Pavilion in 2012
- 200,000 – number of guests who saw the Superdogs show in 2012
- 87,000 – number of guests who saw Pop City show in 2012
- 144,000 – number of guests who saw the Evolution of Extreme show in 2012
- 73 – number of years Dal Richards has played at the PNE
- 3 million – total dollars spent on free-with-admission entertainment programming at the 2012 Fair

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- 5,000 – number of performers in the Festival Square community showcase program annually
- 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
- 4,542 – total number of performers in PNE live shows
- 16 – number of performers in the Peking Acrobats show

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 2012
- 9 – average number of calves born at the Fair
- 153 – average number of cattle sold in the 4H Auction (43 Swine, 27 Lamb, 83 Beef)

RIDES / PLAYLAND

- 218 feet – height of the AtmosFEAR ride
- 53 – number of rides at Playland
- 3 million – number of individual rides at Playland during the Fair
- 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
- 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
- 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

GENERAL FAIR

- 2,000 – average number of times per day a Prize Home ticket seller calls "Win a house, win a car"
- 3,000 – square feet in the 2012 PNE Prize Home
- 78 – number of years the PNE has been giving away a PNE Prize Home
- 175 – number of Coca-Cola beverage recycling collection bins
- 350 – number of exhibitors on site during the Fair in 2012
- 5000 – approximate number of items returned to the Lost and Found during the Fair
- 225 – number of exhibitors in the Marketplace
- 1,000 – number of seats in Tributes Beer Garden (Vancouver's largest outdoor patio)

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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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