



PUBLIC VOTE GIVES PLAYLAND'S BRAND NEW THRILL RIDE A NEW NAME

April 5, 2011

Vancouver, B.C. – Playland's much anticipated, two-million dollar thrill ride scheduled to open in July 2011 was announced last week under the manufacturer's name Star Flyer, but after an online vote on the park's website, the newest addition to Playland at the PNE's collection of thrill rides will be called ATMOSFEAR.

ATMOSFEAR is an impressive ride that swings 360 degrees in the air, while going 70km/hr at a height of 218 feet, making it the tallest attraction in the park, and a "must ride" for all amusement park enthusiasts.

ATMOSFEAR will be FREE with the purchase of a One-Day or Season PlayPass. All PlayPasses include all-day admission to Playland and unlimited access to over 30 great rides and attractions including ATMOSFEAR.*

	Gate Price	Online & Retailer Pricing
Season PlayPass	\$79.95	\$74.95 (Save \$5)
Jr. Season PlayPass (Guest under 48" tall)	\$44.95	\$39.95 (Save \$5)
One-Day PlayPass (Over 48" tall)	\$29.95	\$26.95 (Save \$3)
JUNIOR One-Day PlayPass (Under 48" tall)	\$19.95	\$17.95 (Save \$2)
Guardian Pass (Max. two Guardian Passes permitted – for persons 21 years of age or older – per child under age 12)	\$12.95	

Children aged 3 and under and adults over 65 receive FREE admission.

PlayPasses are available at the same promotional rates in Lower Mainland 7-Eleven and Safeway stores. Pricing above does not include applicable taxes.

* JUNIOR PlayPasses are not accepted on height-restricted attractions. Both JUNIOR and One-Day PlayPasses are not accepted on the Revelation and Drop Zone rides.

For more information about Playland Amusement Park and the Pacific National Exhibition visit: www.pne.ca.

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.

For more information, please contact:

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