

100
years of fun!

1910  2010

Pacific National Exhibition

INTERNATIONAL SUPERSTARS BRYAN ADAMS AND THE BEACH BOYS TO KICK OFF 100th FAIR AT THE PNE

FIRST LIVE CONCERTS AT NEWLY CONSTRUCTED EMPIRE FIELD STADIUM

Vancouver, B.C. – International music superstar **Bryan Adams** is returning to his hometown to help kick off the **100th annual Fair at the PNE** with a special concert on Saturday, August 21, 2010. Adams will be joined by the signature band of summertime, **The Beach Boys**, for the first concerts at the newly constructed Empire Field Stadium.

“We are thrilled to have international artists of this caliber officially opening the 100th Fair at the PNE”, says PNE President and CEO Mike McDaniel. “It gives me great pleasure to welcome such iconic acts to play the first concerts on the newly constructed Empire Field Stadium which is indeed ready to again make ever-lasting fond musical memories in this city.”

Home to some of the most significant sports and music events in Canada for 39 years, thousands of Vancouverites have rich memories of attending historic concerts in Empire Field Stadium - from Elvis to The Beatles. The 100th Fair at the PNE is the beginning of many more magical music memories to come.

Event: Bryan Adams and The Beach Boys kick off 2010 Fair at the PNE
Date: Saturday August 21, 2010
Time: 1:00 PM
Location: Empire Field Stadium, PNE

***Tickets for this event will go on sale on Saturday, June 26 at 10:00 a.m. at all TicketMaster outlets. All Tickets will be \$40.00 and under and *include* Fair admission.

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.

About Bryan Adams

The Canadian-born, Grammy-winning singer-songwriter has sold more than 65 million albums worldwide, garnered 21 top ten hits, earned nominations for three Academy Awards and five Golden Globes, received 18 Juno Awards, an American Music Award and five ASCAP Film and Television Music Awards for Most Performed Song from a Motion Picture (his music has appeared on more than 40 movie soundtracks). Adams was recently honored by the Canadian Academy of Recording Arts and Sciences as they presented him with the Allan Waters Humanitarian Award, a tribute to his fundraising and charitable efforts. This spring he was also the recipient of the prestigious Governor General's Performing Arts Award for Lifetime Achievement. Adams has been awarded the Order of British Columbia and is a companion of the Order of Canada; he has received an award for "Artist of the Decade" and was recently inducted into the Juno Hall of Fame. He also has a star on Canada's Walkway of Fame and his handprint has been added to the Wembley Square of Fame in celebration of his 25th show at the famed stadium.

Bryan Adams' live performances have benefited His Royal Highness the Prince of Wales Prince's Trust, Live Aid, Live 8, The Concert for Freedom for Nelson Mandela, Greenpeace, Amnesty International, Net Aid, The Canadian Avalanche Foundation and Breast Cancer, as well as campaigns that have saved the rainforests, provided food and comfort for the needy and created whale sanctuaries. Through his own foundation he has also helped build schools in areas of Southeast Asia, devastated by the tsunami in 2004.

Adams is also an acclaimed photographer and donates his fees to his namesake foundation that funds projects supporting the elderly, victims of wars and natural disasters and other disadvantaged individuals. His work has been on display with Hear the World presents "Hear the World Ambassadors" – featuring exclusive portraits of renowned personalities from the film, music, and fashion industries and his critically acclaimed exhibit, "Modern Muses," was on display in 2008 at the National Portrait Gallery in London.

Adam's outstanding live concerts have established him as one of the world's best rock singers of our time, performing over 120 concerts a year as he works to spread his message of music and environmental awareness to an audience of millions around the globe.

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