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Pacific National Exhibition

100th ANNIVERSARY FAIR AT THE PNE RECORDS STRONG ATTENDANCE ONCE AGAIN

For Immediate Release

Vancouver, B.C.- The celebration of 100 years of history, the 2010 Fair at the PNE, welcomed 937,485 visitors this year, smashing last year's attendance of 855,137 and re-confirming that the PNE truly is a long-standing tradition for Vancouverites, British Columbians and people from across Canada and the western United States.

This year's Fair, marked with an unprecedented \$6 million dollars in entertainment programming kicked off with the return of the beloved downtown Parade, which brought tens of thousands of locals to the streets of Vancouver's West End, where spectators were treated to a one-time parade extravaganza. The theme-park style parade which thrilled onlookers with 12 six-storey balloons including Elvis, Clifford and a birthday cake, paid tribute to the PNE's long and storied history at Hastings Park.

Perhaps the highlight of the 17-day celebration was the performance of local boy turned international superstar **Bryan Adams**, who opened up the Fair with a two-hour performance at the newly re-opened Empire Field Stadium. The show, also featuring legendary "band of summer", **The Beach Boys**, delighted more than 23,000 fans and is already being talked about as one of the highlight moments of the PNE's 100-year run.

"A decade from now, we still want people to be talking about the success of the 100th Anniversary Fair while enjoying all the new features of Fairs to come," says PNE President and CEO Michael McDaniel. *"Based on attendance, feedback and the energy of the people on the fairgrounds, I believe we will achieve this result. The PNE centennial has been a truly remarkable celebration."*

The nightly **Summer Night Concerts** brought an un-paralleled entertainment line-up to the 100th Anniversary Fair. From actor/musician **Kevin Costner and Modern West's** blend of country rock, to beloved classic acts **Cyndi Lauper** and **Joan Jett**, and hometown heroes including **Loverboy** and **Marianas Trench**, the 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 100th Anniversary Fair at the PNE received \$2.9 million in federal funding from the Marquee Tourist Event Program that in part was used to stage **Kaboom!**, the evening finale spectacle. Kaboom! took fairgoers on a 100-year journey through dance, film footage and pyrotechnics. Highlights included a young boy re-enacting Canadian Prime Minister Sir Wilfred Laurier's opening address to the 1910 Fair, dancers doing a tribute to the fan frenzy encountered at the Beatles' and Elvis' performances and a stunning video montage of the iconic Miss PNE's.

The PNE shared its centennial celebration with the Canadian Navy during two special performances of the **Canadian Naval Centennial Tattoo**. On September 4th, members of world-class bands including

the Band of Her Majesty's Royal Marines from the U.K. and the Band of the U.S. Marines Pacific, joined local participants from the Naden Band of Forces Pacific and the Seaforth Highlanders Pipe Band, who also celebrated their 100th year in 2010. These two performances served as an international showcase and celebration of the Navy's contributions over the last 100 years.

A variety of new acts and creations debuted at the 100th Anniversary Fair, including **It's a Candy Nation**, which sweetened up guests while educating them on the history of candy. **The President's Choice Superdogs** performed an additional third show daily and debuted three new favourites, Snap, Crackle and Pop, who proved that even pugs can be Superdogs. Food Vendor Jimmy's Lunch, who celebrated its 82nd year at the Fair, created a new food for the 100th Anniversary Fair, **Deep Fried Butter**.

In recognition of the PNE's agriculture legacy of the past 100 years, the Fair was awarded a **Century Farm Award** for its historical contribution to farming and agriculture over the past 100 years. With the debut of the **Petting Farm Experience**, the **RCMP Musical Ride** performance, and the continued success of the 4-H exhibition and auction, the 100th Anniversary Fair at the PNE demonstrated that agriculture will continue to be a valued investment in Fair programming.

New and well-loved performers, mouth-watering delicacies, and extraordinary exhibitions pave the way for 101 years of fun at the 2011 Fair at the PNE.

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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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