



1910  2010
**Pacific
National
Exhibition**



FINAL PREPARATIONS UNDERWAY FOR LIONS REGULAR SEASON OPENER

For Immediate Release (June 25, 2010)

Vancouver, B.C.: Fan anticipation is increasing for the upcoming July 10th BC Lions regular season opener in Vancouver, made even more exciting by the matchup of traditional rivals the BC Lions and Saskatchewan Roughriders. As the Lions prepare to kick off the 2010 home schedule, final venue preparations are underway for the first regular season game in 28 years at Empire Field.

“The June 20th preseason game against Edmonton was a great test of the new temporary venue and overall, operations of the first preseason game went extremely well,” says PNE President and CEO, Mike McDaniel. *“We definitely learned a few things however and we will implement changes going into the first regular season home game on July 10th.”*

“The PNE is one of the busiest venues in North America with an excellent operations team,” said Lions President and CEO, Dennis Skulsky. *“As partners, we have the same common objective to create the best fan experience possible.”*

Included in the changes made to enhance fan experience in time for the July 10th game is the addition of ‘tailgate parties’ in PNE on-site parking lots. The initial joint decision made by the BC Lions and PNE prior to the June 20th pre-season game versus the Edmonton Eskimos not to allow tailgating was amended after fans expressed their keen interest for tailgating which was clearly heard by both organizations.

A number of safety guidelines have been outlined on the PNE website (www.pne.ca) regarding tailgating and include:

- Tailgating will be allowed on all five PNE operated on-site lots at Hastings Park.
- All cars in the tailgate lots must use one spot and must pay for that spot by purchasing a ticket from the parking attendant.
- Parking stalls are available on a first come, first served basis.
- All garbage must be bagged and secured in vehicles prior to departure for the game, and must be taken home with you to dispose of.
- All barbecues must be propane operated and must be attended at all times. **NO CHARCOAL BARBECUES ARE PERMITTED.**
- A fire extinguisher must be present at the tailgate.
- All tailgaters must use appropriate washrooms.
- As per the BC Liquor Control act, public consumption of alcohol is strictly prohibited.

Another change for the convenience of fans will be the addition of Visa, MasterCard, American Express, and debit payment, along with cash, at all PNE Parking Lots.

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The PNE event based parking rates – \$18.45 plus tax (\$25.00 total price) for event site parking – includes the mandated collection of 33% compounded tax including a 21% Translink parking tax plus the 12% HST. The PNE has 4,000 \$18.45 plus tax event parking spots during BC Lions home games.

Additionally, the PNE has less than 200 doorstep premium parking spots of \$22.14 plus 33% tax (\$30.00) for game day purchase for fans wanting to be right next to the Stadium entrance.

The PNE, which is entirely responsible for the food and beverage and other ancillary buildings build-out costs in excess of \$1.2 million and all staffing and operational costs of the Stadium, relies on parking and food and beverage revenue to recoup its hard costs to operate the facility.

"We pay for the cost of more than 300 unionized staff of which we have an average wage cost of \$19.00 per hour per staffer, and all other aspects of pre and post game including line painting, policing, traffic authority, pre-cleaning, post cleaning, neighbourhood cleaning and all utility costs for all power, water, and lighting, says PNE President Mike McDaniel. "While we are very happy to be the home venue of the BC Lions football club, we have a significant investment in their season and limited areas of revenue to recoup costs from. We feel that given the financial commitment of these events, charging \$18.45 for all-day event parking is very reasonable, and will prove to be the most inexpensive of the major sporting venue parking rates in the city once other major sporting teams enter their 2010/11 season under the new tax structures."

For more information about the Fair at the PNE 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.

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