



Pacific National Exhibition

2901 East Hastings Street, Vancouver, B.C. Canada V5K 5J1 Telephone: 604 253-2311 Fax: 604 251-7753
www.pne.ca

PNE ANNOUNCES ANNUAL FREE OPENING DAY EVENT

For Immediate Release

Vancouver, B.C.: British Columbia's most popular ticketed event – the annual Fair at the PNE – has just announced its FREE entrance into the Fair on Opening Day will become an annual tradition.

“The free entrance to the Opening Day of the 2006 Fair at the PNE from 9 a.m. to noon was so popular last year that we are thrilled to make this special offer an annual tradition for our loyal Fair-goers,” says PNE President and CEO Michael McDaniel.

So, for the second year in a row, **admission to Opening Day of the 2007 Fair at the PNE, on Saturday, August 18th, will be FREE from 9:00 am – 12:00 noon!**

Come at 9:00 am, get in free and stay the day and enjoy special entertainment programming all day and into the night. Start your day with a special Opening Day charity pancake breakfast in support of the Safeway Cares Foundation, sponsored by Safeway and the Vancouver Sun, running from 9:00-11:00 am.

Then, make sure to check out the second year of “Gotta Sing! Gotta Dance!”, a special show featuring 125 of Vancouver's most talented youth performers, who will officially open the Fair at the PNE at 9:30 am on the Rogers Amphitheatre stage.

Take in the amazing Guinness World Record holder, the Card Stacker Bryan Berg, at the Home Depot Home Improvement Showcase, enjoy an Iams Superdogs Show, see this year's Whistler-inspired PNE Prize Home, and don't miss the debut of the PNE Toontastic Celebration Parade at 3:00 pm and 9:00 pm.

End your first day at the 2007 Fair at the PNE by viewing Bobby Bruce's Nearly Neil and the Solitary Band at 7:30 pm on the Rogers Amphitheatre stage, and finish the night with Rollin' Thunder – the PNE's returning pyro-musical spectacular at 10:30pm.

For more information about this year's Fair at the PNE (August 18-September 3, 2007) 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 Hasting 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:

Laura Ballance

Media Relations

Pacific National Exhibition

604-684-3170

604-771-5176 (cell)

laura@curvecommunications.com