



FOR IMMEDIATE RELEASE

BC'S BEST FAMILY ENTERTAINMENT EVENT UNVEILS MULTI MILLION DOLLAR FREE-WITH-ADMISSION LINEUP – INCLUDING THE RETURN OF THE 'PNE FEATURE PAVILION'

Vancouver, B.C. – Since 1910 fairgoers from across BC and around the world have made the Fair at the PNE their end-of-summer tradition and British Columbia's most popular ticketed event. For 2012, the Fair at the PNE is proud to unveil plans for the return of one of its most popular programs – the PNE Pavilion.

"Having a walk-through exhibit was a big part of our history," says PNE President and CEO Mike McDaniel. "For 2012 we've brought back the concept, with one of the most sought-after exhibit displays in the world – Star Trek – The Exhibition."

PNE TO HOST "STAR TREK – THE EXHIBITION" – FREE WITH ADMISSION TO THE 2012 FAIR

Star Trek Pavilion

2012 marks the return of the PNE Feature Pavilion showcasing the new Star Trek exhibit brought in from Vienna, Austria. This expansive exhibit will take 3 weeks to set up and has a footprint of 20,000 square feet. The Pavilion harkens back to the days when the PNE was known for its incredible walk through exhibits. The Star Trek exhibit will take you through the bridge of the Starship Enterprise and feature a display of original costumes, masks and ship models. You will see firsthand the imagination, artistry, technology and meticulous craftsmanship that have made Star Trek the most enduring science fiction franchise in history. There will be multiple photo opportunities including Captain Kirk's Chair, the Transporter Room or a picture with your favourite character in front of a green screen. The exhibit will also feature a Star Trek store with different memorabilia to add to your collection or to help start a new one.

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HISTORIC TELEVISION GAME SHOW MAKES BC DEBUT AT 2012 FAIR

Family Feud Live

Hosted by former Entertainment Tonight Co- Host, Bob Goen

Come be part of the live audience at the Family Theater and you could have the chance to compete for prizes in this classic game show! Fun and excitement abound as contestants battle it out by attempting to come up with what they think are the most popular answers to entertaining survey questions for real prizes.

Family Feud Live will be hosted by Bob Goen, one of the best-known broadcast personalities in the world. Goen co-hosted Entertainment Tonight with Mary Hart for over a decade and is also known internationally for hosting “Miss Universe” and “Miss USA”. Goen has hosted Family Feud Live and The Price is Right Live in Las Vegas and other locations.

Creative Director Patrick Roberge says hosting Family Feud Live, for the first time in Canada, is part of the family-friendly, fun entertainment mix of the upcoming Fair. *“We consistently work to add new elements to complement our popular returning entertainment lineup, which includes the Peking Acrobats and Superdogs. For 2012, we wanted to enhance the level of audience participation and engagement. The daily Family Feud Live game show and Star Trek – The Exhibition will allow our guests to actively join in on the excitement.”*

Returning Favourites:

In 2012, the **President’s Choice Superdogs** celebrate 35 consecutive years of tail wagging fun with their all-new ‘Hip Hop Hooray’ Show that captures the excitement of the dogs like never before. Three shows daily at 1:30pm, 3:30pm and 7:30pm.

The Peking Acrobats will continue to meld tradition with innovation through their incredible acts of agility, contortion, flexibility and grace. Two shows daily at 11:30am and 5:30pm.

Gravity-defying stunts, including new snow sled tricks, are all part of **Evolution of Extreme’s** intense shows that will have you sitting on the edge of your seat. Three shows daily at 2:00pm, 4:30pm and 7:30pm.

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Returning for a second year, **Pop City! A Pyro Celebration** is one of the best ways to wind down your Fair day. One show daily at 10:15pm.

KC Bear's Summer Jam will continue to delight kids and families alike with its fun-loving musical show. Two shows daily at 12:30pm and 2:30pm.

The PNE will also unveil plans for an exciting new walk through exhibit aimed at the young and young at heart as well as its 2012 Summer Nights Concerts on July 10th.

"In total, we have millions of dollars in free with admission programming in this years Fair," says President and CEO Mike McDaniel. "We are British Columbia's best entertainment value, and our team is very excited to welcome the world to this years event."

For more information on 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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