



PLAYLAND PURCHASES TWO MILLION DOLLAR STATE OF THE ART THRILL RIDE

For Immediate Release
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Vancouver, B.C. - Playland, beloved 101-year-old amusement park home to the largest selection of rides in the Pacific Northwest, is proud to announce the addition of a brand new 20-storey, two million dollar thrill ride. Currently known only under its manufacturer's name "Star Flyer" the ride is one of the hottest rides in the global amusement park industry today and will be the first of its kind in the region and one of only two in Canada.

The new attraction, which will be free with admission during the Playland season, and part of the Fair ride passport, will open in July 2011.

PNE CEO Mike McDaniel believes the new ride will deliver big thrills and big returns for the amusement park. *"This is a huge addition and we anticipate it to be incredibly popular with our guests. We're looking forward to being the first park in the region, and one of only two in Canada, to be home to one of these high caliber rides."*

This will be Playland's tallest attraction, standing five metres higher than the Hellevator at 66 metres (218 feet). It will be Playland's first new ride in four years and brings the total number of rides and attractions in Playland to over 35. Based on its high capacity for riders, the ride is able to carry up to 600 guests per hour, which means more opportunity for visitors to experience this new ride.

FAST FACTS

Manufacturer: **Funtime Handels**
Ascent/Descent: 2.5 meters/second
Height: 66 meters (218 Feet)
Rotation Speed: 70 kph
Location: Next to the Pirate Ride
Cost: \$2 million
Ride Cycle Time: 2 minutes
Capacity: 24 people (600/hour)
Opening: July 1, 2011

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For more information about Playland Amusement Park and the Pacific National Exhibition 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.

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