



Pacific National Exhibition

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NEW HOST ANNOUNCED FOR 2006 SUPERDOGS

For Immediate Release

Vancouver, B.C.: The most popular show at the Fair at the PNE, the **Iams Superdogs Show**, has a new host – Chase _____ takes over the reins from local icon Herb Williams. Williams, the founder and host of the extremely popular show retired from full time hosting duties after 26 years of entertaining animal lovers around the world following last year's PNE Fair.

Chase saw his first Superdogs show in 1990 and the experience truly fired his imagination. With a solid business, marketing, TV, and advertising background, Chase quickly teamed up with Herb Williams. Their common goal was to make Superdogs the best family-entertainment show in the world.

"I wanted to create a hybrid show with athletic and skilled dogs plus some of the finest theatrical performance elements. So we took the dogs and added a little Cirque de Soleil, a little Disney and a dash of Harlem Globetrotters," says Chase.

Chase has also produced and hosted Superdogs in three languages: French, English, and Spanish. Chase lives in Senneville, Quebec.

Guests can see this year's Iams Superdogs Show three times daily during the Fair (1:30 pm, 5:00 pm and 8:00 pm) at the Fair's marquee venue, the Pacific Coliseum. This year's show is entitled "**El Festiva**," a spicy new show set to a Latin theme.

Background Information:

The Superdogs Show is the most popular attraction at the Fair at the PNE, entertaining over 250,000 Fair guests in 17 days. This year the Superdogs will celebrate their 28th year at the PNE, where the first Superdog Show was ever held. The cast of the Superdogs Show comes from across North America, and the majority of the dogs are SPCA and Humane Society rescue animals.

In their ears at the Fair at the PNE, Herb Williams and the Superdogs entertained over 9.2 million fans and performed in over 1800 shows.

The Superdogs is now a bonafide franchise with its own product line, tours that take them all over North and South America, and their own movie “Daniel & the Superdogs” which premiered in 2005.

For more information about this year’s Fair at the PNE (August 19-September 4, 2006) 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 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.

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