



**MEDIA ADVISORY:
PACIFIC NATIONAL EXHIBITION ANNOUNCES NEW
PRESIDENT AND CHIEF EXECUTIVE OFFICER**

FOR IMMEDIATE RELEASE

June 26, 2018

Vancouver, B.C. – The Pacific National Exhibition (PNE) today announced the appointment of Shelley Frost as its new President and Chief Executive Officer. Ms. Frost, a long-time member of the organization's senior executive team, is currently serving as the PNE's Vice President, Sales and Marketing.

"Shelley is an integral member of our leadership team and has been involved in all aspects of the organization's business for well over a decade," says Councillor Raymond Louie, Chair of the PNE's Board of Directors. *"The Board is delighted that Shelley has accepted the position of President and CEO, effective July 9th, 2018. She is an experienced leader with outstanding relationships across the PNE's many business, community and stakeholder groups. Shelley is well-positioned to ensure the that momentum the PNE currently enjoys continues into the future."*

Ms. Frost joined the PNE team in January 2004 as the Vice President of Marketing, overseeing the company's branding, advertising, promotions, retail partnerships, ticketing systems, media plans, market research and corporate partnerships. She has since assumed oversight of the Sales department, which is responsible for business development related to concerts, sporting events, trade and consumer shows, festivals and cultural events within PNE venues and outdoor spaces year round. Ms. Frost's previous experience includes working as a senior executive for a publicly traded technology company, as well as providing business consulting and freelance expertise to technology companies and arts/culture groups in Canada, the US and Europe. Ms. Frost completed undergraduate degrees in both Psychology and Business (Marketing) from the University of Alberta and holds an MBA in International Business from Simon Fraser University.

"I joined the PNE because I wanted to be part of an organization that contributes in so many ways to the people of our city and province," says Ms. Frost. *"I've loved sharing the PNE team's genuine commitment and passion for all that we do. The organization is strong and the opportunity that lies ahead for the PNE is enormous. I'm thrilled and deeply honored to have the ability to lead this organization into its next exciting chapter. "*

About the PNE:

Owned by the City of Vancouver, the Pacific National Exhibition (PNE) is a healthy and vibrant non-profit 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 15-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. The PNE is the largest single-site employer of youth in the Province.

For more information about the Pacific National Exhibition visit:

Web: www.pne.ca

Facebook: www.facebook.com/PNE.Playland

Twitter: [@PNE_Playland](https://twitter.com/PNE_Playland)

Instagram: www.instagram.com/PNE_Playland

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