



PNE'S 2018 FAIR COMES TO A CLOSE

BC's largest ticketed event delivers smiles galore, thanks to delicious food, musical hits and millions in free-with-admission entertainment

For Immediate Release
September 4, 2018

Vancouver, B.C.: One of British Columbia's most beloved annual events came to a close on Monday evening, as The **Fair at the PNE** wrapped its run for the 2018 season. One of the most highly anticipated events of the year, the 2018 Fair at the PNE **welcomed over 705,000 guests** through its gates, from August 18th to September 3rd.

This year saw the celebration of four iconic PNE institutions: the 40th Anniversary of President's Choice SuperDogs™, the 50th Anniversary of the opening of the Pacific Coliseum, the 50th anniversary of the mini donut inventor, Those Little Donuts, and the 60th Anniversary of Playland's Wooden Roller Coaster.

"The Fair at the PNE is a family-focused event for generations of British Columbians and every year our goal is to provide a memorable experience for guests of all ages," says the PNE's President and CEO, Shelley Frost. "Thanks to a dynamic entertainment lineup that is both fun and family-friendly, we've successfully delivered on our mission of providing priceless memories to the thousands of guests who came in from across the lower mainland and throughout the province and world."

An intriguing array of gastronomic delights, a fantastic entertainment line-up and a sensational concert repertoire made this year one of the best in the PNE's recent history. The ever-popular **Summer Night Concerts** featured an exciting blend of a diverse range of music, spanning Country, R&B, Pop, Rock, and 80's and 90's favourites, including Boyz II Men, Chicago, Dean Brody and Cyndi Lauper.

Alongside returning favourites such as the **President's Choice SuperDogs™**, the 2018 Fair at the PNE thrilled its audiences with new exhibits and attractions never seen before. Newly introduced this year to The Fair at the PNE, the **Action Sports World Tour**, featuring professional skateboarders and BMX riders, and **Knights of Valour**, a thrilling show of horsemanship, chivalry and jousting proved hugely successful. The new **POPnology™** exhibit at **Rollerland** presented some of the greatest works of pop culture-inspired technology, innovation and imagination. Guests of The Fair took in a variety of interactive features, such as the world's first 3D printed car, futuristic musical instrument technology, and the Sojourner Rover and the Opportunity Rover from NASA's Jet Propulsion Laboratory.

Commemorating the **Pacific Coliseum's** 50th Anniversary, renowned animator and artist, **Ryan 'ARCY' Christenson** was commissioned to create 15 live mural art masterpieces on-site in his paint-splashed style of large street art. Another hit with Fairgoers was **The Street of Dreams**, a display of 40 classic, hot rods and muscle cars presented by Canada's largest custom and hot rod company, 360 Fabrication, out of Abbotsford, BC.

Steeped in years of tradition, the PNE Prize Home lottery marked its 84th birthday this year, and a gorgeous West Coast modern, Net Zero Ready home will be awarded to a lucky grand prize draw winner. The Draw will be held onsite at the **PNE Prize Home on Monday, September 10th at 6:30pm**, and working media are invited to attend. This luxury house will be relocated to a lot overlooking the Okanagan Lake in beautiful Naramata. Valued at over \$1.8 million, the 2018 PNE Prize home is designed and built by **Freeport Industries**, and features an indoor luxury elevator, a dry sauna, the latest in home theatre and electronics, innovative smart home technology, a robotic lawn mower and state-of-the-art appliances. The house is fully furnished with modern and luxurious accessories and décor by Lane Home Furnishings.

The Fair at the PNE remains British Columbia's largest ticketed event, with this year's attendance of **705,381** (2017 Fair attendance: **722,466**; 2016 Fair attendance: **712,367**). While smoky skies and air quality advisories kept some guests indoors during the first week, attendance held strong throughout the second week, driving some of the busiest days in Fair history.

With a successful conclusion of the 2018 Fair, plans for next year's Fair are well underway to ensure an unforgettable experience for hundreds of thousands of British Columbians and guests to Vancouver.

For more information visit: www.PNE.ca.

2018 FAIR BY THE NUMBERS

108 – age of this year's Fair

6.5 – number of hours spent by the average family at The Fair

5,000 – approximate number of items returned to the Lost and Found

Milestones

40th – years SuperDogs have been at the Fair

280th – number of years the SuperDogs are celebrating in dog years

50th – Pacific Coliseum birthday

50th – anniversary of Those Little Donuts, creator of the mini donut

60th – anniversary of the Playland Wooden Coaster

2 – number of international designations for the Playland Wooden Coaster (Landmark and Classic)

Agriculture

300 – total participants in the 4-H auction

\$313,416.95 – total number of dollars raised for the BC Youth in Agriculture Foundation at the PNE

97 – number of 4-H animals sold at The Fair

30 – 30 yard dumpster loads of dung taken away from the livestock barns

525 – number of bales of hay eaten by the animals during The Fair

700 – number of animals on display at The Fair

Entertainment

18,000 – average number of steps in a Fair day walked by each PNE entertainment team member

270,000 – number of people who watched the President's Choice SuperDogs™ shows

20 – number of dogs in the President's Choice SuperDogs™ show

6 – weight, in pounds, of the SuperDogs' birthday cake

620 – pounds of food consumed by the SuperDogs™ during The Fair

5,000 – number of hours of rehearsal for PNE shows by cast members

84 – number of headline artists at the Summer Night Concerts

8 – number of guest marching bands that performed at The Fair

40 – number of years the President's Choice SuperDogs™ have appeared at The Fair at the PNE

40 – length, in feet, of chain involved in Magic Brian's record-breaking escape

3 – number of mermaids performing daily
135 – Number of full contact jousts
260 – lbs. of armour worn on each joust
61 – years since Elvis played at The Fair

Exhibits

40 – number of vintage cars on display at the **Street of Dreams**
10 million – value of vintage cars on *Miller Drive* at the **Street of Dreams** exhibit
15 – number of live murals that Ryan 'ARCY' Christenson was commissioned to create
7 – number of dragons on display at **The Lost World of Dragons** exhibit

Food

365 – number of cricket caramel apples sold at the Next Gen concession stand
497 – number of pounds of meat sold in The Fair-sized Meatball
12,000 – pounds of potatoes used at Jimmy's Lunch
6,000 – pounds of onions used at Jimmy's Lunch
700 – gallons of gravy used at The Fry Guys
52 – number of years Hunky Bill has been selling perogies at The Fair
75 – number of food vendors at The Fair
22,000 – pounds of dough used to produce mini donuts at Those Little Donuts, celebrating their 50th anniversary at The Fair this year
20,000 – racks of ribs sold in the RibFest area of The Fair
7,200 – number of Diggity Dogs sold
775 – pounds of potatoes used to make Wiggle Chips
7,550 – number of samosas sold at Curry-In-A-Hurry
13,500 – number of lemons used at the lemonade stands
92,000 – number of corn dogs sold
150 – kilograms of fudge sold
2 – number of tablespoons of sugar in a large cotton candy
34,000 – number of cotton candies sold
30,000 – number of 16 oz. soft drinks sold
100,000,000 – number of mini donuts sold to-date at Those Little Donuts stand at The Fair at the PNE

Games

500,000 – number of stuffed animal prizes won at all games annually during The Fair
65,500 – bets placed on months at birthday game
2,700,000 – tickets given out at Play Quarters
5,500 – minutes people have hung from a bar at Hangman games in Playland
9,100 – ducks plucked from the duck pond

PNE Prize Home

95,000 – number of people that went through the 2018 PNE Prize Home
\$1,800,000 – dollar value of the PNE Prize Home Grand Prize package
2,000 – average number of times per day a PNE Prize Home ticket seller says "Win a house, win a car"
84 – number of years the PNE has been giving away a PNE Prize Home

Rides

89,000 – approximate number of people that rode the Wooden Roller Coaster during The Fair
5,880 – number of times the Wooden Roller Coaster went around the track during The Fair
90 – number of seconds per ride on the Wooden Roller Coaster
218 feet – height of the AtmosFEAR ride
49 – total number of rides at The Fair

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.

-30-

Media Contact

Laura Ballance
Pacific National Exhibition
604.771.5176 (cell)
Laura@LBMG.ca