



TWO OF BRITISH COLUMBIA'S MOST BELOVED NOT-FOR-PROFIT ORGANIZATIONS PARTNER FOR CHILDREN THIS HOLIDAY SEASON

For Immediate Release
November 2, 2020

Vancouver, BC: The **Pacific National Exhibition (PNE)**, which has successfully staged a number of drive-thru events throughout COVID-19, today announces its partnership with the **Lower Mainland Christmas Bureau**, the organization which brings holiday toys to thousands of underprivileged children in the region annually.

Both not-for-profit organizations are part of the social fabric of the province, the PNE celebrating 110 years in the city and the Christmas Bureau celebrating 90 years of spreading joy for deserving children.

"We are incredibly happy to work with such a long-standing and respected organization as the Lower Mainland Christmas Bureau," says PNE CEO Shelley Frost. "COVID has made it abundantly clear that we must bring people and organizations together during this difficult time. Using the PNE's proven drive-thru model to assist the Christmas Bureau in their toy drive is a natural coming together of two of Vancouver's most trusted organizations that are all about family."

"Many of our large annual events have been cancelled or scaled back to ensure the safety of participants," says Susan Levang, President of the Lower Mainland Christmas Bureau. "We are inspired by our long-term donors and supporters who continue to give. Despite their generosity, in a year of rising need, our situation was concerning. This event will allow people in the Lower Mainland to open their hearts to support children who simply wouldn't have a gift under the tree or a special holiday meal to share without the generosity of our community."

The Lower Mainland Christmas Bureau assists an average of 1,000 families annually, works with 40 other bureaus and agencies, providing material support and shipping more than 145,000 items to them. The Bureau also distributes almost \$70,000-worth of supermarket gift cards to families.

The two-day drive thru event will happen on the PNE grounds on November 12th and 13th. Anyone wanting to make a monetary donation via tap or donate a new, unwrapped toy is encouraged to reserve your drop off time window at: www.Ticketleader.ca.

Each vehicle that makes a donation will receive two cups of coffee and a bag of mini donuts as a thank you for your generosity!

What: Lower Mainland Christmas Bureau Toy Drive at the PNE!

Dates: November 12th and 13th, 2020

**Times: November 12th - 6:00am – 6:00pm
November 13th - 6:00am - 12:00pm**

Location: Enter just west of the Playland Main Entrance on Hastings Street

This event was developed with the guidance of Vancouver Coastal Health in order to adhere to all COVID-19 best practices and protocols.

For more information about PNE visit: www.pne.ca. For more information about the Vancouver Christmas Bureau visit: www.LMcb.ca

About the Lower Mainland Christmas Bureau:

Since 1930, the Bureau’s number one goal has been to ensure that every child in our community has a smile on their face on Christmas Day. The Bureau assists 1,000 families on average annually, works with 40 other bureaus and agencies, providing material support and supplying around 145,000 items, including supermarket gift cards.

About the PNE:

Owned by the City of Vancouver, the Pacific National Exhibition (PNE) is a healthy and vibrant non-profit organization dedicated to delivering over 2 million visitors a year with memorable experiences through access to first-class cultural, music, sporting and family entertainment events, as well as access to public space for passive recreation. Founded in 1910, the PNE’s home is Hastings Park, a multi-facility venue in Vancouver where the organization manages four activity streams: the annual PNE Fair, Playland Amusement Park, Park Care and Facility Maintenance and an expansive portfolio of year-round events. All revenues generated are invested back into park space, community programs and non-revenue generating educational and entertainment experiences.

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Media Contact:
Laura Ballance
Laura@LBMG.ca
604.771.5176 (mobile)
Laura@LBMG.ca