

MEDIA ADVISORY: 2021 PNE FAIR

For Immediate Release
May 5th, 2021

Vancouver, BC: With heavy hearts, and following much consideration and discussion, management of the Pacific National Exhibition (PNE) is announcing that even a modified, lower capacity in-person PNE Fair will not be possible in 2021.

“Despite our planning for a number of scalable versions of the PNE Fair, it is now clear that the number of guests required to make an in-person Fair financially viable will not be allowed under anticipated Public Health Orders this summer,” says PNE spokesperson Laura Ballance. “We understand the implications this decision will have on our staff team, our exhibitor and concessionaire partners as well as hundreds of thousands of annual guests, with whom we will look for ways to connect with once informed about what the summertime Health Orders will allow. We are committed to continuing to work with the Provincial Health Office to see what might be possible as the summer progresses.”

As the largest employer of youth in the province, the PNE is a vital first job employer for generations of British Columbians. In total, the PNE employs 4300 direct and up to 9500 indirect jobs, including 4200 CUPE 1004 members.

“Losing the second year of the PNE Fair is a massive loss of much needed employment for our members,” says CUPE 1004 President Andrew Ledger. “We are deeply concerned about the thousands of CUPE members that depend on the Fair each summer to pay their way through school or to help support their families,” says Ledger. “We do want to thank the more than 4000 people who have engaged the www.savethepne.ca website and sent letters to the BC government to save PNE jobs, we hope their voices will be heard.”

For 110 years the PNE Fair has been a coveted summer gathering that transcends age, race, gender, religion and economic circumstance to bring our province together to celebrate and build collective memories. For British Columbians, it is a summer tradition that has always signified the fun-loving spirit of our province. The PNE expects further announcements about plans to connect with our guests in ways other than our traditional in-person Fair in coming months.

PNE Fast Facts:

- The PNE Fair is the largest ticketed event in BC
- The PNE is responsible for 4300 direct jobs and 9500 direct and indirect jobs
 - Job categories range from critical low barrier entry level jobs to highly skilled trades
 - The PNE provides much needed first jobs for a high percentage of new Canadians
- The PNE generates \$200 million in economic impact into the region annually
- The PNE is the largest employer of youth in BC

- The PNE drives 185,000 tourism visits to the Lower Mainland annually

A 2020 region wide survey by Talk Vancouver of 10,000 people confirmed that:

- 95% of people agree that BC needs an organization like the PNE to bring family events, entertainment and activities to our region
- 94% agree that the PNE is an important Vancouver and BC institution
- 90% agree that the PNE makes a valuable economic contribution to the region
- 97% agree that the role the PNE plays in youth employment and that youth training is important

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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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