



## ONE OF BC'S LONGEST STANDING BRANDS GETS A NEW LOOK

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For Immediate Release

Vancouver, BC: Today the Pacific National Exhibition (PNE) is launching a new logo as part of a new brand identity, which, at 113-years old, was needed to reflect where the organization is at today. We're also shortening our name to simply: PNE (because although we're on the pacific, we're not a national fair and we're *definitely* more than an exhibition). And because that's what you like to call us anyway...

When organizations who have meant as much to as many (as we hope and believe we have) look at changing things up, it can be difficult. We wanted to represent who we are today, but wanted to keep a nod to the pinwheel, a beloved symbol of the PNE we have had since our province was only 39 years old itself!

Like all of us, the PNE organization has been through a lot in recent years. The resiliency and 'can do' attitude of our team, as well as the absolute love we received from British Columbians pushed us through the toughest of COVID times. Today, we are a transformed organization and we're proud to be entering the post-COVID world on a strong financial footing, one that is allowing to make a number of exciting new investments including a new launch coaster, the refurbishment of our historic Wooden Coaster, site wide infrastructure investments and the construction of the PNE Amphitheatre scheduled for completion in 2026. So we're feeling good, and *strong*. And that deserves to be celebrated.

So we've changed this:



To this:



Developed with Cossette Vancouver, our logo has evolved to demonstrate the convergence of opportunities to play, the diverse people who make it possible, the expanding variety of experiences happening on site, and the social benefits that we provide to our community. We thought long and hard about who we are, what we mean to people and the role we play. We host many of BC's most iconic and diverse events, concerts, festivals, sporting events, and we are home to Vancouver's favourite amusement park. Play is at the heart of everything we do. This new logo is more playful and captures our PNE spirit.

Our new brand identity reflects our incredible history, while depicting the next era for BC's premiere event and entertainment organization.

Thanks BC!

- Your friends at the PNE