



## PNE AND TD TEAM UP THIS HOLIDAY SEASON TO HELP LOCAL YOUTH

For Immediate Release  
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Vancouver, BC – The PNE is thrilled to announce that thanks to the generous support of TD Bank Group the PNE has launched a **Youth Accessibility Program** benefiting disadvantaged youth within Metro Vancouver.

As part of the initiative, the program has provided 10,000 tickets to the PNE Fair and 1,000 tickets to the PNE Winter Fair to over 30 non-profit charities.

“This generous donation will allow thousands of young people who might otherwise not have been able to, to attend shows, events, and attractions such as Playland Amusement Park and the PNE Fair,” says PNE CEO Shelley Frost. “But equally as important, this grant will fund a jobs skills training program for youth in our region.”

"We're so proud to join forces with the PNE to help open doors for vulnerable youth in the Lower Mainland," said Julie Armour, Senior Vice President and Pacific Region Head, TD Bank Group. "At TD, we're committed to building better communities where everyone feels like they belong and has the chance to succeed."



In addition to the tickets, youth will be offered the opportunity to participate in a series of job skills workshops – a way to build valuable job and life skills to start or continue their employment journey. More details about this program will be announced in early 2024.

A number of benefitting organizations say this donation and the program it supports are vital in supporting at risk children and youth in our region:

More Than a Roof:

"More Than a Roof Housing Society, a developer and operator of affordable housing across British Columbia, is thrilled to work with the PNE's Youth Accessibility Program through TD, to bring joy and laughter to the children and youth that we serve. Our tenants often have hard choices to make in the face of competing demands on their incomes, and having the opportunity to access this delightful recreational activity brings relief, fun and release. This also contributes to healing, wellness and connectedness in our youth, and helps to form part of the 'More' in More Than a Roof."

Big Brothers of Greater Vancouver:

"Fun is an essential part of fostering a strong relationship between a Mentor and Mentee and there's no other place like the PNE to make lasting memories. Thanks to our generous friends at TD, we're able to provide the Bigs and Littles in our programs valuable experiences at the PNE through the TD Youth Accessibility Program. It's the little fun moments that add up to make a big difference in the lives of children in our communities. Thank you TD for enabling us to continue to ignite potential in youth."

Strathcona Community Centre Association:

"This past year we have had the privilege of receiving donation tickets from PNE and they have provided such a positive impact on our community as a whole and the children and youth who were able to attend and enjoy PNE/Playland. Many students and families that we work with in our community have financial barriers that prevent them from being able to enjoy and experience many of Vancouver's attractions. All the children and youth that were provided tickets to PNE had such an amazing time and it was such a joyous feeling to see their faces when they came back to the facility the evening/next day hearing them talk about all the fun things they were able to do and all the rides they were able to go on. Its moments like these that make me very thankful that we have such great partnerships to provide the children and youth with experiences that they would not be able to experience given their families financial constraints. I hope this partnership and ticket donation program continues as it is one that is providing lasting memories and impacts on each and every child."

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.

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Reference:

Laura Ballance

Media Relations

[Laura@LBMG.ca](mailto:Laura@LBMG.ca)

604-771-5176