



## **PNE WELCOMES BCLC AS NEWEST PARTNER**

### ***Multi-Year Partnership Introduces the BCLC Backyard and Expands Community Access to Venue Events***

**FOR IMMEDIATE RELEASE**

**August 15th, 2025**

**Vancouver, BC** – Today, the PNE announced an exciting new partnership with the **BC Lottery Corporation (BCLC)** as a founding partner of the new Freedom Mobile Arch, set to open in summer 2026. At the heart of this partnership is the creation of the **BCLC Backyard**, a new open-air lawn section at the venue designed to connect people across British Columbia through shared moments of entertainment.

The BCLC Backyard builds on BCLC's focus to support new opportunities for British Columbians to feel more connected to one another, while fueling a shared commitment by both BCLC and the PNE to deliver memorable entertainment experiences and invest in the social fabric of communities.

*"The PNE is proud to welcome BCLC's partnership supporting this important music and cultural venue," said Shelley Frost, President and CEO of the PNE. "We recognize and share BCLC's commitment to promoting moments for human connection and are dedicated to partnering on programs that will foster lasting memories at the many music and cultural events that will occur at the Arch."*

A marquee component of the new PNE-BCLC partnership is integration of the BCLC Community Ticketing program, which provides a select number of free BCLC Backyard tickets to non-profit organizations to support access to those that may not otherwise be able to attend arts and culture events in the community.

*"For 40 years, BCLC has brought people together through shared moments of entertainment. Now we're taking the next step in our journey—striving to create moments of connection in everything we do, from the products we create, to this exciting new partnership with the PNE," said Natasha Questel, Chief Social Purpose Officer and Vice President, Marketing, BCLC. "Together with our friends at the PNE, we're excited to create a BCLC Backyard experience that's fun and entertaining for British Columbians, and that fosters connection with each other, our communities and our province."*

## **WIN TICKETS TO THE FREEDOM MOBILE ARCH OPENING EVENT THROUGH THE BCLC GREATER GOOD CONCERT EXPERIENCE CONTEST!**

To launch the partnership, BCLC and the PNE are introducing the **Greater Good Concert Experience Contest**. Running throughout the PNE Fair (August 15 – September 1<sup>st</sup>) Fairgoers can enter to win an amazing prize including:

- **10 tickets to the inaugural event at the Freedom Mobile Arch in 2026**
- **10 to a Summer Night Concert in 2026 at the BCLC Backyard**
- **Plus, 10 Summer Night Concert tickets in the BCLC Backyard donated to a BC charity of the winner's choice**

To enter this amazing contest visit: <https://app.ticketleader.ca/greater-good-concert-experience>.

### **FREE FAIR ENTRY SATURDAY FOR BCLC's ENCORE MEMBERS**

**BCLC is pleased to offer its Encore Rewards members (19+) and one guest with free admission to the PNE Fair on Saturday, August 16th, as part of the celebration of this new partnership. To sign up to become an Encore Rewards member, [visit: here](#).**

### **BCLC COMMUNITY TICKETING PROGRAM**

Throughout the year, eligible non-profit community organizations can apply for BCLC Backyard tickets through the BCLC Community Ticketing Program, available via a dedicated application form on the PNE website – further details on the program will be available closer to the completion of the Freedom Mobile Arch.

#### **About the PNE**

The PNE is a dynamic non-profit organization that welcomes over 2 million visitors annually through world-class cultural, music, sporting, and family events, along with year-round access to public recreation space. Founded in 1910 and based at Hastings Park in Vancouver, the PNE operates the annual PNE Fair, Playland Amusement Park, park and facility maintenance, and a wide range of events throughout the year. Owned by the City of Vancouver, the PNE reinvests all revenues into park space, community programming, and inclusive educational and entertainment experiences.

#### **About BCLC**

BCLC is a Crown corporation that has been delivering gambling entertainment in a socially responsible way since 1985. Headquartered in Kamloops, BCLC offers lottery, casino, and online gaming through PlayNow.com, generating revenue that supports healthcare, education and community programs across the province. Guided by its social purpose—to generate win-wins for the greater good—BCLC also partners with organizations to give back through initiatives that support communities.

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Media contact:  
Laura Ballance  
604-771-5176  
[Laura@LBMG.ca](mailto:Laura@LBMG.ca)

Adam Forsythe  
778-989-1469  
[aforsythe@lbgm.ca](mailto:aforsythe@lbgm.ca)