



MEDIA ADVISORY

DECISION REACHED TO KEEP TRADITIONAL DATES FOR PNE FAIR

**For immediate release
April 26, 2017**

Vancouver, B.C.: After careful consideration and consultation with the public, staff, fairgoers, suppliers, exhibitors and partners, the Pacific National Exhibition (PNE) has made the decision that the dates of the annual Fair at the PNE will remain as they historically have been, the 17-day window ending on Labour Day.

Over the past several years the PNE has been considering the possibility of changing the dates of the PNE Fair from its traditional end of August dates to late July. As weather plays a significant role in the overall success of The Fair at the PNE, management had looked at moving the 107-year-old annual event into a time within the calendar year that is traditionally dryer and warmer than the traditional dates.

Public polling showed that there was support for both date options, however, after significant due diligence, the organization has decided that for the foreseeable future The Fair at the PNE will remain with its traditional end of summer August dates.

“Ultimately, it is important for us to remain financially self-sufficient, so every decision related to our business must be taken very seriously. We do believe that moving into July would provide better weather however there are no weather guarantees in Vancouver. When we combine the risk of weather with several other significant hurdles such as feedback from partners, routing schedules of our exhibitors and staffing availability, it is evident that the prudent business decision for now is to stay within our current window of time ending on Labour Day,” says PNE spokesperson Laura Ballance. *“I think it’s also important to note that the Fair’s historical position as an end of summer tradition for generations of British Columbian’s is one that we take very seriously, and we’re excited to unveil this year’s programming lineup in anticipation of an extremely strong Fair.”*

Should significant factors change or the hurdles become less impactful, management will consider revisiting the idea, but at this time it is not the right choice for the organization and the thousands of employees, exhibitors and partners who depend on it annually.

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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