



## PNE COMMITS \$50,000 IN PROCEEDS FROM UPCOMING WINTERLIGHTS EVENT TO SUPPORT FLOOD AFFECTED FARMERS

**For Immediate Release**

**November 29, 2021**

**Vancouver, BC:** Over the past ten days British Columbians and Canadians have watched as flooding has devastated communities across our province. The damage has affected people, animals, businesses, and critical infrastructure. The exact financial toll is not yet calculated and continues to grow, but there is no doubt the need will be significant.

**Today, the Pacific National Exhibition (PNE) announced plans to donate \$50,000 in proceeds from its upcoming WinterLights drive-through holiday light display event to the Canadian Red Cross, which is working to help people in and around affected areas and provide humanitarian assistance. Money raised will enable the Canadian Red Cross to carry out relief, recovery, resilience, and risk reduction activities in and beyond the region, at the individual and community levels.**

*“Since our first PNE Fair in 1910, agriculture has been at the heart of our organization,” says PNE President and CEO Shelley Frost. “For more than 110 years British Columbia’s farmers have exhibited, competed, educated and been part of the fabric of our Fair. From 4-H to fifth generation farmers, the PNE and BC’s agricultural community have stood shoulder-to-shoulder supporting one another, committed to bridging the gap between rural and urban British Columbia. Our entire organization is devastated to see the flooding across farms in BC - From Abbotsford to Chilliwack to Merritt to Kamloops and beyond, these are our friends and partners. Despite a challenging two years, the PNE has always been about community, and we always will be. This pledge is a show of respect and undying support for British Columbia’s farmers. We are with you,” concluded Frost.*

Proceeds from WinterLights ticket sales, up to \$50,000 will be donated to the Canadian Red Cross and will be matched by both the Provincial and Federal governments. Attendees must pre-purchase an online time slot specific ticket at: [www.ticketleader.ca](http://www.ticketleader.ca). Tickets are \$37.00- \$42.00 (plus ticket fees) per carload.

To learn more about the Canadian Red Cross disaster response visit: <https://www.redcross.ca/how-we-help/current-emergency-responses/2021-british-columbia-floods-and-extreme-weather>

For more information about PNE visit: [www.pne.ca](http://www.pne.ca).

### 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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