



For Immediate Release

CNE celebrates Toronto's 175th birthday with \$1.75 special admission on August 21st

Plenty of festivities commemorate Opening Day

(Toronto, ON) June 18, 2009 — The **Canadian National Exhibition (CNE)** announced today that admission to the fair on **Friday, August 21, 2009** will be just **\$1.75** in celebration of the **175th Anniversary of the City of Toronto**. The CNE has planned a number of festivities for this special day. In addition to the full 2009 roster of daily attractions (www.TheEx.com), Opening Day will feature free birthday cupcakes for the first 175 people, special ride coupons for \$17.50, a variety of concessions and games for \$1.75, and the *Toronto Song Contest* Finals.

The celebrations on August 21st kick off with Opening Ceremonies featuring Toronto's **Mayor David Miller** and the CNE's 2009 first family. Highlights of Opening Day include:

- **Opening Ceremonies**
- Celebrity Chef **Christine Cushing** (Hall A, Direct Energy Centre; 2 & 5 pm)
- **Toronto Song Contest Finals** (Midway Stage; 7 pm)
- **Spirit of Woodstock** concert (The Bandshell)
- **National Sand Sculpting Competition** (Heritage Court; Direct Energy Centre)
- **Canadian Forces Musical Salute** (BMO Field at sunset)
- **Ribfest** (Bandshell Park)

"The CNE has always been affordable, but an admission rate of \$1.75 is something we haven't seen in more than 30 years," said **Deputy Mayor Joe Pantalone**, in making the announcement on behalf of Toronto Mayor, David Miller. "It's just another reason why everyone should come out to celebrate Toronto's favourite annual event."

"It's our way of saluting the city we love and honouring our shared history," said CNE General Manager **David Bednar**. "Families can make history by being first at the CNE and taking part in this special day."

Patrons attending the CNE's Opening Day will also have access to the more than 100 different attractions and events which are on every day at the fair and are FREE with admission. These include: **IAMS SuperDogs** show; the **Aerial Acrobatics & Ice Skating Show**; **E – the new night time light projection show**; **Hypnotist Mike Mandel**; **Ventriloquist Michael Harrison**; **FLOWRIDER Mobile Wave** demonstrations; **Celebrate the Olympic Spirit: A Tribute to the 2010 Winter Games**; the **Grand Illusion and Escape Artist Show**; **The Farm**; **Kids World**, **international stage performances**, and much more!

The CNE runs from **Friday, August 21, 2009** until **Monday, September 7, 2009**. General admission is **\$15** while attendees 60 and better, and children (13 and under) pay **\$11**. For complete details on tickets and attractions, visit www.TheEX.com. The CNE Gates open each day at 10 am.

The Canadian National Exhibition (CNE) is Canada's largest fair and the fourth largest in North America. Founded in 1879, the CNE attracts 1.3 million visitors annually, generating \$52.5 million in economic impact for the City of Toronto and \$71.4 million for the Province of Ontario. The 2009 CNE takes place over the 18 days leading up to, and including Labour Day, and offers more than 100 concerts, events and attractions that are all free with admission to the fair.

-30-

Media Contact:
Chris McDowall
(416) 628-5648/office
(416) 648-5651/cell
cmcdowall@hccink.com
www.hccink.com