



CANADIAN NATIONAL EXHIBITION
AUG 16 TO SEPT 2 | 2024
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CNE Rolls Out New Look for the 2024 School Kids Pass – Designed by Students, for Students

Inaugural partnership with the **Toronto Catholic District School Board** engaged Gr. 6 & 7 students at **St. Henry Catholic School in Scarborough** to create a new design for the annual CNE School Kids Pass that will be distributed to more than 600,000 youth across the GTA

Toronto, ON (June 10, 2024) – Canada’s largest fair and iconic end-of-summer staple, the Canadian National Exhibition (CNE) has a longstanding tradition of distributing CNE Kids Passes to underserved communities and school boards across Ontario for more than a century! More than 600,000 School Kids Passes are sent out annually to elementary students in the GTA (offering free CNE admission for children ages 13 and under) – totalling upwards of 30 million passes since the program began in 1920.

New this year, the CNE will roll out a brand-new look for its **2024 School Kids Pass** designed by Grade 6 & 7 students at [St. Henry Catholic School](#) in Scarborough, under the Toronto Catholic District School Board (TCDSB). The design of the 2024 CNE School Pass was awarded to the TCDSB as part of a new community initiative to engage local school boards.

The new 2024 CNE School Kids Pass will be distributed in more than 1,500 elementary schools across the GTA beginning this week.

“Receiving the CNE School Passes in report card envelopes has become just as much a rite of passage for generations of families as the excitement of looking forward to waffle ice cream sandwiches, Midway rides, and watching the SuperDogs at the CNE every year,” says Darrell Brown, CNE CEO. “More recently, we started to offer digital School Passes that could be downloaded from our website; however, there’s a nostalgic element of bringing home CNE passes at the end of the school year that brings joy to kids and parents alike.”

“We are extremely proud to have our Board partner once again with the CNE on distributing School Kids Passes,” says Dr. Brendan Browne, Director of Education at the TCDSB. “Our school communities look forward every summer to attending the CNE which provides great family friendly experiences. This year is even more special thanks to the participation of students from St. Henry Catholic School who designed the amazing artwork on the 2024 School Kids Pass, showcasing their talent and creativity.”

St. Henry Catholic School was selected by the TCDSB among its 164 elementary Catholic schools to participate in the CNE School Kids Pass design. Over the past month, 28 students in Grades 6 & 7 have been working collaboratively on their designs and creating images on iPads with the guidance from their classroom teacher, Patricia Pingitore, TCDSB’s Arts Resource Teacher, Vicky McRae and Graphic Artist, Julia McRae.

The CNE and the Toronto Catholic District School Board recently held an unveiling ceremony to celebrate the 2024 CNE School Kids Pass with the entire student body of St. Henry's Catholic School. The final design of the School Pass features artworks of the CN Tower, a TTC streetcar, and CNE's Sky Ride among iconic symbols that reflect what Toronto and the CNE means to the students.

[CLICK HERE](#) for images from the unveiling ceremony at St. Henry Catholic School, and the new 2024 CNE School Kids Pass. (Images have been cleared for media use).

The 145th edition of the CNE will take place August 16 – September 4, 2024. Let's go to The EX!

About the Canadian National Exhibition

The Canadian National Exhibition (CNE) is governed by the Canadian National Exhibition Association (CNEA), comprised of a volunteer Board of Directors. The CNEA is responsible for the planning and presentation of the annual Canadian National Exhibition at Exhibition Place in Toronto, Ontario. Founded in 1879, the CNE generates an economic impact of approximately **\$112 million** for the Greater Toronto Area and **\$142 million** for the province of Ontario each year (when in operation). In 2023, the CNE attracted a record-breaking 1.604 million visitors to its 18-day fair, the highest-ever attendance in the past 25 years.

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