



2011 CNE Talking Points

- the CNE pays its own way, is not subsidized by taxes or grants, and made over \$7 million in surpluses for the City of Toronto over the past decade,
- the CNE delivers social and economic benefits to the community and the region. Direct economic impact in 2009 was calculated at \$58.6M for the City & \$80M for the Province,
- The CNE was identified as the second most important annual event in Canada in a recent survey conducted by BMO Financial Group.
- the CNE is clean, safe fun and good value,
- the CNE is the first and only fair in North America to receive Eco-Logo Certification,
- the CNE helps to bridge the urban/rural divide by providing agricultural education to its predominantly urban audience,
- the CNE employs approximately 1,500 staff every summer, most of whom are young workers, many from priority neighbourhoods,
- the CNE's partners (midway, exhibitors, Food Building) employ an estimated additional 4 - 5,000 employees, also with many young workers,
- the CNE has a variety of value pricing options, full day grounds admission for only \$16 and only \$5 after 5pm Monday to Friday for those who'd like to get in a few hours fun and shopping at a value rate,
- the CNE has a strong and loyal exhibitor base locally, nationally & internationally.