

EXHIBITION PLACE

July 3, 2008

FOR INFORMATION ONLY

To: The Board of Governors of Exhibition Place

From: Dianne Young
Chief Executive Officer

Subject: Overview of "What's On" at the 2008 CNE as at July

Summary:

This report provides an overview of all the programming for the 2008 Canadian National Exhibition.

Recommendation:

It is recommended that the attached report (Appendix "A") be received for information.

Financial Implications and Impact Statement:

There are no financial implications resulting from the adoption of this report.

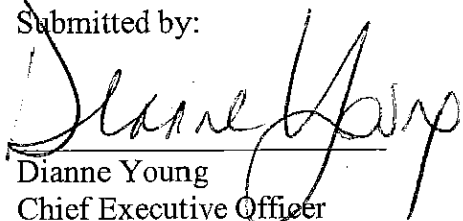
Issue History:

Each year prior to the upcoming CNE, the Board is advised of the programming planned. Although this overview is not final, it provides a good outline.

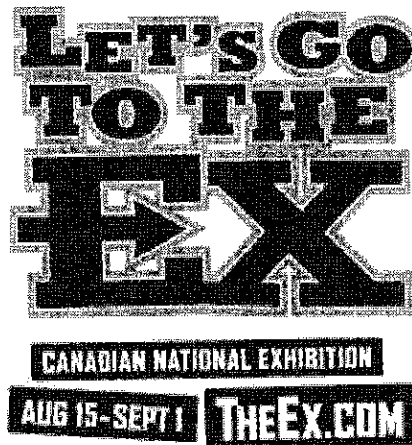
Contact:

David Bednar
General Manager/CNE
Tel: 416-263-3840
Fax: 416-263-3850
Email: d.bednar@theex.com

Submitted by:



Dianne Young
Chief Executive Officer



Overview of "What's On" at the 2008 CNE

as of July 10, 2008

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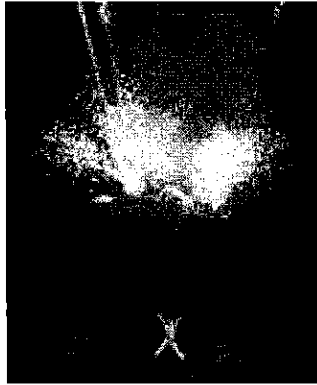
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FEATURE ATTRACTIONS

(all events free with the price of CNE Admission)

General Motors Presents
Circus Orange in *Jump Jet*
Nightly, Princes Boulevard East



Now!

The Show

Air travel will take on dramatic new life this summer as Ontario's **Circus Orange** takes flight at the **Canadian National Exhibition (CNE)** nightly in ***Jump Jet***, a stunning outdoor high flying circus extravaganza.

The 20 minute pyrotechnic, acrobatic and circus theatre performance, which unfolds in three acts set to original music, makes its Ontario debut at the CNE. Each night of the fair, CNE visitors will be mesmerized by ***Jump Jet's*** spectacular aerial splendour.

The Storyline

As the show begins, an army of characters clad in orange jump suits are working furiously to repair and re-fuel machines, creating showers of sparks and fire. Meanwhile, fellow performers engage in acrobatic pre-flight preparations. Finally everything is completed and the countdown begins. Selected members of the audience are walked through a large metal detector and comically scanned for items not allowed on the flight. Buzzers go off and items are confiscated; one man loses his banana!

Once this process has been completed, air controllers take their positions, and in an amazing display of pyrotechnic choreography, guide the **Jump Jet** co-pilots on a phenomenal journey.

Slowly the dramatic flying machine rises into the night sky, a vision to behold as long columns of fire propel the jet upwards. Once it reaches altitude, the female pilot, a solitary figure in white, is suspended from the jet in a dramatic static trapeze act that is punctuated by pyrotechnic highlights as she scatters silver flutterfetti into the sky.

As the momentum builds, the jet rises further into the air but suddenly experiences turbulence forcing the female pilot to eject herself jumping 70 feet downward in a spectacular aerial bungee performance. Trampoline artists on the ground respond by jumping up towards her firing pyro flares. The extraordinary multi-level extravaganza culminates in dramatic high elevation fireworks that explode in a dazzling pyrotechnical finale.



This production is generously funded by the Government of Ontario through its **Celebrate Ontario** program.

Grand Illusion & Escape Artist Show

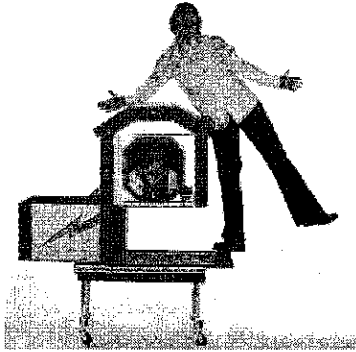
Featuring Ridgeway & Johnson

Princes Boulevard East

Two shows daily – 4:30 & 7:30 pm

Three on Fridays, Saturdays, and Sundays & Labour Day Monday
(1:30 pm; 4:30 pm & 7:30 pm)

Now!
Now!



Ridgeway & Johnson, the international touring duo featuring Master of Illusions, Kevin Ridgeway and Premier Escape Artist, Kristen Johnson make their CNE debut this summer. Their show, which is brimming with Las Vegas style grand illusions and escapes, featuring dazzling special effects, breath-taking illusions and death-defying escapes, will take CNE visitors on an emotional roller coaster ride. From Kevin's hysterical comedy to the heartfelt tug of Kristen's sentimental childhood story where snow flakes appears out of thin air, this top award winning team is sure to capture CNE audience's hearts leaving them enchanted. **Ridgeway & Johnson** produce the only shows currently touring the Western Hemisphere that perform the Water Torture Cell escape immortalized by the great Harry Houdini. Kristen Johnson, recognized as the World's Premier Female Escape Artist, is the only female attempting this suspenseful escape.

Hippike: A Gypsy Legend

Aerialist & Equestrian Show

August 15 to 28th, 2 & 7 pm

Ricoh Coliseum

Now!
Now!



From the producers that brought CNE audiences the very popular Aerial Acrobatic and Ice Skating shows, comes a sensational new equestrian spectacular. Set to traditional gypsy folk music, complete with a vocalist, guitar, violin and accordion, CNE visitors will be transported into a vibrant landscape where performance artists, aerialists, acrobats and horses conspire to tell a mythical tale of the great gypsy

legend. Showcased through breathtaking acrobatic performances and equestrian arts including ballet of dressage, Hippike is sure to be a highlight of the 2008 CNE!

Set against magnificent projections, which replicate paintings created by Quebec artist **Lise Rivière**, **Hippike** features Lusitano stallions, geldings and mares; Andalusian and Arab stallions; and black trick ponies, which are owned and trained by the Ontario-based **Cedar Mills Riding Club**. The spectacular lead aerialists in the show are **Dominic Lacasse**, the world record breaker for the Human Flag (www.dominiclacasse.com) and **Marie Eve Bisson** who spent nine years performing with Cirque de Soleil. Ten year old twin girl equestrians **Cheyenne** and **Amanda**, are coming all the way from Langdon Alberta to make their CNE debut in a show that showcases a wide variety of equestrian arts including bareback dressage, pas de deux, long rein, roman/trick riding, pied a terre and quadrille.

Canadian International Air Show

August 30, 31 and September 1 (1 pm start time)

Over Lake Ontario

The 59th Annual Canadian International Air Show (CIAS) takes over the CNE skies Labour Day Weekend for another awe-inspiring show. This year's theme is: ***Celebrating Freedom Through Flight!*** The CIAS has a tradition of being one of the best air shows in North America and the 2008 show is going to be one of the most exciting ever! With featured performances by the Canadian Forces Snowbirds, the CF-18 Hornet, Matt Chapman, and the Canadian Harvards, this year's display is bound to thrill all attendees. Up to the minute details and the list of performers can be found on the Air Show's new and frequently updated website: www.cias.org.

The RCMP Musical Ride

Ricoh Coliseum, two shows daily at 2 & 7 pm
Friday, August 29 thru Monday, September 1, 2008



Back by popular demand, the RCMP Musical Ride gallops into the CNE for two shows daily on the final four days of the fair. Last seen at The EX in 2004, the RCMP Musical Ride presents a breathtaking display of pageantry and horsemanship as 32 horses and riders perform a variety of cavalry drills choreographed to music. The Musical Ride was developed in 1876 (three years before the CNE was established) by early members of the North-West Mounted Police to display their riding ability and entertain the local community. Over the decades, it has evolved into a uniquely Canadian performance enjoyed by tens of thousands of spectators each year.

The Rodeo

Ricoh Coliseum, three shows daily: 1 pm; 3:30 pm & 5:30 pm
Friday, August 29 thru Monday, September 1, 2008

Returns after 25 years



RODEO! One of Canada's oldest sports returns to Canada's largest fair this summer as the Canadian National Exhibition features rodeo for the first time in more than 25 years.

This spectacular show, presented by Rodeo Management Group, features more than 200 cowboys and cowgirls in Team Roping, Barrel Racing, Jr. Barrel Racing, Steer Wrestling, Bareback Riding, Tie Down Roping, Ladies Break Away Roping, Junior Bull Riding, Saddle Bronc Riding and the world's most dangerous sport: Bull Riding.

Grab life by the horns and watch Toronto become the centre of the wild, wild east!

New Theme

The IAMS SuperDogs Show

Direct Energy Centre, Hall D, three shows daily at 1 pm; 4 pm & 7:30 pm



With wagging tails and winning ways, the ever popular SuperDogs launch a sparkling brand new show at the CNE this year: **"Bling it On!!"** COME, SIT, STAY and enjoy Canada's premiere family entertainment. *Bling it On* is not only crazy cute canine fun but a dazzling Super Spectacle with the world's most popular dogs: the Iams SuperDogs!

From Los Angeles to Washington DC and from Vancouver to Halifax with stops in Mexico, Bermuda, and Puerto Rico, the talented SuperDogs create "pooch mania" wherever they appear. Yes, every dog is special but these dogs are super special! Featuring more than 40 dogs representing 30 different breeds, the SuperDogs are sure "bling on" the applause at The Ex thrilling literally thousands of people each day of the fair.

ENTERTAINMENT

Hypnotist Mike Mandel

One Show Daily at 4 pm; Maple Lodge Farms Variety Stage
(new stage outside Heritage Court)

Widely regarded as the world's greatest living hypnotist, Mike Mandel has hypnotized tens of thousands of people throughout Canada, the United States, Britain and Australia. A regular and very popular CNE headliner, Mike Mandel returns to spellbind CNE audiences for another sensational year. With the power of suggestion and his quick wit, Mike guides his volunteers through increasingly ludicrous mental excursions, each displaying a brilliant sense of imagination. Described as "Comedy Meets High Velocity Trance", the antics of the onstage participants which range from people yelling at tax collectors to howling at the moon – have audiences in stitches. His brand new show is bound to spellbind crowds at this year's CNE.

Ventriloquist Michael Harrison

Daily, Maple Lodge Farms Variety Stage
1 & 3 pm



The hilariously entertaining Michael Harrison makes his CNE debut this year. It all started with a magic kit that his parents gave him when he was 10 years old; the rest is history. Michael Harrison has enchanted audiences from coast to coast and around the world with his incredible, action-packed, laugh-a-minute comedy show which combines magic, juggling, comedy, and ventriloquism. Meet Mr. Tennis Ball, Ana Conda and other members of his delightful troupe of enchanting characters every day at the CNE. You Tube Links: <http://www.youtube.com/watch?v=KEypGPkyPCo>

Labour Day Weekend Laughs

Labour Day Weekend Saturday, Sunday & Monday
Maple Lodge Farms Variety Stage
7 to 9 pm



Enjoy the last laughs of summer with superb Canadian comedians who will help us celebrate the dog days of summer with high humour and lots of laughs! In a show specially designed to amuse a wide range of audiences, four comics with vibrantly different styles and personalities will hit the stage for two hours of unbroken comedy each evening. Veteran Canadian comic **Glenn Ottaway**, **Little Freddy Wonder** (a.k.a. Major Bedhead from Big Comfy Couch), comedian **Allyson Smith** and comic impressionist **Mark Walker** will give us something to smile about as we head "back to school".

The Harmonicats

Daily, Courtyard Stage, Heritage Court
2, 4:30 & 7 pm



The Harmonicats, best known for their hit "Peg O' My Heart" which in 1947 sold over 20 million copies, return to the CNE this year. There have been changes to the group over the years, but today's Harmonicats: **Mo Vint**, **Michael Burton** and **Danny Wilson** continue to play all the old favourites. They have also added some new stylings and added a few comedy routines that can only be done with a Harmonica. There will even be a few surprises along the way. Each member is in his own right an accomplished musician. Their style of performance will bring back memories for the young at heart and introduce the young to a whole new sound.

OLG presents Music
Opening Weekend Classic Rock @ the Toronto Star Bandshell

Kim Mitchell

Friday, August 15, 2008, The Bandshell (evening concert)



Canadian rock icon and Juno Award winner Kim Mitchell takes over the Bandshell the first evening of the fair to "rock the night away". In early 1985, his song ***Go For Soda*** from the ***Akimbo Alogo*** album became an international hit and remains his best known song outside of his native Canada. The song was also featured in the opening scene of the 1985 Miami Vice episode "Buddies". His most successful Canadian album was the follow-up 1986's ***Shakin' Like a Human Being***, featuring the hits ***Alannah Loves Me***, ***Easy to Tame***, and the biggest hit of his career, ***Patio Lanterns***.

Since 2004 Mitchell has been the drive time host on Toronto classic rock radio station Q107 (CILQ-FM)

World Classic Rockers

Saturday, August 16, 2008; 8 pm
The Bandshell



Experience a "blast from the past" with this ultimate classic rock all star band. Join **Nick St. Nicolas** and lead guitarist **Michael Monarch** from **STEPPENWOLF** (*Born to be Wild*, *Magic Carpet Ride*); **Randall Hall** from **LYNYRD SKYNYRD** (*Sweet Home Alabama*, *Free Bird*, *Gimme Three Steps*); **Alex Ligertwood** from **SANTANA** (*Winning*, *All I Ever Wanted*, *Black Magic Woman*); **Fergie Frederiksen** from **TOTO** (*Rosanna*, *Hold the Line*, *Africa*) **Barry Goudreau** and **Frank Cosmo** from **BOSTON** (*More than a Feeling*, *Peace of Mind*, *Rock n Roll Band*) for an unforgettable night of classic rock n roll music!

The Stampeders

Sunday, August 17, 2008; 8 pm
The Bandshell

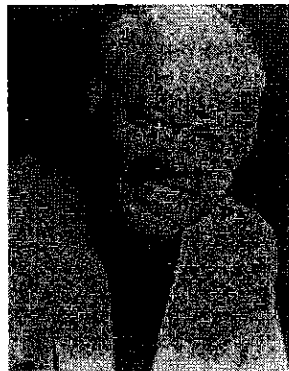


The Stampeders return to this sweet city on the CNE's first Sunday to serenade crowds with their treasure trove of musical hits. Recognized as one of Canada's top rock groups of the early 70s, this Juno winning threesome will light up the Bandshell with such memorable favourites as ***Sweet City Woman, Carry Me, Devil You, Wild Eyes, Oh My Lady*** and ***Monday Morning Choo Choo***, to name only a few.

Thursdays @ the Toronto Star Bandshell

Mickey & Jan Rooney

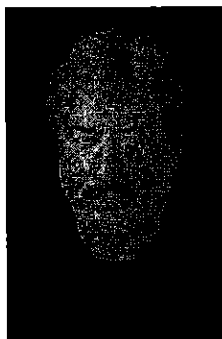
Thursday, August 21, 2008; 7 pm
The Bandshell



Screen legend and eternally the little rascal **Mickey Rooney** comes to the CNE to perform with his wife **Jan** on the CNE's first Thursday evening at the Bandshell. Now in his 88th year, this consummate showman will make his CNE debut entertaining crowds with song, dance and his timeless humour and charm.

Tony Orlando

Thursday, August 28, 2008; 7 pm
The Bandshell



One of America's most endearing and enduring stars, Tony Orlando comes to Toronto to "***Tie a Yellow Ribbon 'Round the Ole Oak Tree***". Over the years, the popular entertainer has built a strong following through his million selling records, a popular television variety series, movies and Broadway shows including *Barnum* and *Smokey Joe's Café*. In addition to his hit song *Tie a Yellow Ribbon*, Tony is well known for his recording of ***Knock Three Times, Sweet Gypsy Rose, He Don't Love You, Steppin Out (Gonna Boogie Tonight)*** and ***Mornin' Beautiful***. His stage warmth and exhilarating energy is sure to electrify CNE audiences.

Middle Weekend (Youth Oriented Music) at the Toronto Star Bandshell

Ray J

Friday, August 22, 2008
The Bandshell



American singer, songwriter and R & B powerhouse, Ray J. (William Ray Norwood Jr.) makes his CNE debut on the middle Friday of the fair. Familiar to television audiences through his co-starring role in comedian Sinbad's sitcom, ***Sinbad***, and in TV's ***Moesha*** with his sister Brandy, Ray J is the son of a gospel singer Willie Norwood, and the younger brother of R & B singer Brandy. He is well known for his many talents as a performer and entrepreneur as well as for his seductive video with Kim Kardashian. Ray J hits include ***Sexy Can I, What I Need, and One Wish***. His new album, titled ***All I Feel***, the first of his three CD's to be produced by his own company, ***Knockout Entertainment***, was released in April of this year. It explores themes of partying, loving, life and growing older set to the soundtrack of next level acoustic music and electronic tracks.

The Trews

Saturday, August 23, 2008
The Bandshell



The Trews - Colin MacDonald, John Angus MacDonald, Jack Syperek and Sean Dalton, have quickly gained a reputation as one of Canada's hottest bands. Since releasing their debut album *House of Ill Fame* in 2003, there has been no stopping this sensational young band which has just released a fourth CD, *No Time for Later*. The Trews reputation is built on buffed and visceral rock songs, and this latest album is one of their most artistic and compelling – a shrewd marriage of new and classic rock. The Trews are currently performing throughout Canada, the United States and Europe.

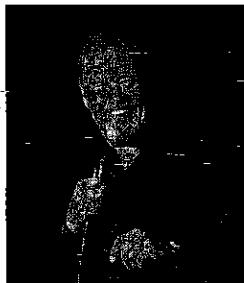
Concert TBC

Sunday, August 24, 2008
The Bandshell

Labour Day Weekend @ the Toronto Star Bandshell

David Clayton-Thomas

Friday, August 29, 2008; 8 pm
The Bandshell



Grammy Award winning singer songwriter **David Clayton-Thomas** will get Labour Day Weekend off to fabulous start on Friday night at the Bandshell. While lead singer with the popular band **Blood Sweat and Tears (BS&T)**, he won great acclaim with hit singles such as *Spinning Wheel*, *You Make Me So Very Happy*, and *Lucretia Mac Evil*. Having traveled the world with BS&T, and based out of New York City for more than a decade, David has moved on musically and geographically. He now lives back in Toronto where he has launched an 11-piece jazz/rock fusion band. His CNE concert will feature hits from BS&T's heyday as well as his more recent jazz compositions.

Toronto Urban Music Festival

The Bandshell
Saturday, August 30, 2008

Canada's largest urban music festival! Over the past dozen years, the Toronto Urban Music Festival (TUMF) has exposed Toronto audiences to a wide variety of contemporary music including Hip Hop and Rap. This year, TUMF will introduce an expanded program of events at the Bandshell, a Graffiti Art demonstration, and an Urban Club Showcase.

Adults can now Enter!

Rising Star Talent Competition

Sunday, August 31, 2008
Time: TBC

The competition has matured and this year, for the first time ever, the Rising Star Competition will open its doors to adults of all ages. Now, no matter how old or young a singer, dancer or musician you are, you can strut your stuff and compete in this esteemed talent contest. In 2008, the three competition age categories will be as follows: 6-12 years, 13- 21 years, and 22+ years. Performance disciplines are: vocal, dance, variety and instrumental; each contestant can enter in one category only, solo or group.

This year, in addition to the auditions held at Exhibition Place, auditions took place in shopping malls in the Greater Toronto Area: **Brampton Shoppers World**, **Dufferin Mall**, and **Pickering Town Centre**.

Labatt Midway Stage Performances

The Labatt's Midway Stage is once again located at the south west corner of the Direct Energy Centre during the 2008 CNE. Once again a **Blues Fest** will be featured on Opening Weekend and throughout the fair this stage will be home to numerous **tribute bands**, a variety of musical performances.

Pizza Pizza International Stage Performances

Situated in Hall B of the Direct Energy Centre, The Pizza Pizza International Stage features more than 100 performances of music and dance from around the world. Each year the CNE presents an exciting new line up of artists representing global entertainment and Canada's vibrant cultural mosaic. Confirmed performances include: Axe Capoeira – **Brazil**; Brogue – **Ireland**; Celtic Jam – **Scotland**; Coro Italia L'Aquila – **Italy**; Godhong Maple – **Indonesia**; Ijo Vudu Dance – **Africa**; McCullough Highland & Traditional Celtic Step Dancers – **Scotland**; Mixed Blood Entertainment – **Afro-American**; Northern Legs Southern Fists Lion Dance team – **China**; Samba Brasil – **Brazil**; The Ballagh Bunch – **Canada**; Upasana – **India**; Knabenkapelle Nördlingen (August 30th) - **Germany**.

Park Entertainers

daily

CNE patrons will be entertained once again this year by talented and engaging performers from all points of the world who will perform on a new stage at the southeast corner of the Food Building. The

performers confirmed thus far for this stage include **Sakarasi**, a group of phenomenal acrobats who fuse circus cultures from Kenya, Tanzania and Ethiopia and perform with authentic music and costumes. Here you can also be mesmerized by the popular magician, **Danny Hamill**, and **Mr. Bunk** who entertains crowds with puppets, pranks and pantomime. Also in this area, CNE visitors will encounter the **Living Statue**, as well as a white faced eccentric pantomime character on stilts better known as **Lurk** (Martin Ewan) who comes all the way from New Zealand. At the west end of the grounds, Michael Shaeffer, **The Tree of Life**, returns to interact with visitors around the Princess Margaret Fountain.

SPECIAL EVENTS

On Site at the CNE

Opening Ceremonies

August 15, 2008, 10:00 am

Princes' Boulevard

Ceremonial parade comes through the Princes Gates with the First Family. The official ceremony takes place in front of the Direct Energy Centre; reception takes place in Café Soleil. **The Honourable Peter Fonseca**, Ontario's Minister of Tourism, is the CNE's special guest of honour who will officially open the 130th Canadian National Exhibition.

Wine Garden

Presented by Markham Museum

Friday, August 15th and Saturday, August 16th

South of Food Building on West Side

The Town of Markham and Markham Museum will provide a vintage opportunity for CNE visitors to sample wine from a number of Ontario's most distinguished wineries.

Warriors' Day

Saturday, August 16, 2008; 10:30 am

The annual Warriors' Day Parade will take place at 10:30 AM on Saturday, August 16, 2008. The Warriors' Day Parade is the longest running veterans' parade in the free world and has been a part of the CNE since 1921. This year's theme is: ***Saluting our Veterans, Supporting our Troops!*** The parade will end inside the BMO Field stadium in a stirring finale. Visitors will be encouraged to wear **RED** to support our troops.

Canadian Forces Musical Salute

Saturday, August 16, 2008; sunset
Doors open at 7 pm; BMO Field Stadium



Warriors Day will also be commemorated later on in the day by the Canadian Forces in a beautiful sunset Musical Salute. This spectacular event will feature **The Central Band of the Canadian Forces, The Air Command Pipes and Drums, the Combined Bands of the Toronto Garrison, the Naval Reserve** to name only a few of the many military bands. The special guest for the evening will be the Juno nominated singer/songwriter **Julian Austin**, and the pièce de résistance will be a triumphant performance of **Tchaikovsky's 1812 Overture**. Visitors will be encouraged to wear **RED** in support of our troops.

Ribfest

Bandshell Park; August 15-17; Aug. 21 to 24th
11 am to 10 pm

A succulent rib fest takes over Bandshell Park from Thursday/Friday to Sunday each of the CNE's first two weekends.

Pizza Nova Kids Toonie Mondays

Mondays August 18 & 25th

All children (13 years and under) who attend the CNE on Monday August 18 or 25th and are accompanied by a paying adult, get into the CNE for just a toonie (\$2).

Rock Like They Do Bus Tour

Tuesday, August 19, 2008
Bandshell Park; 11 am to 5 pm

Don't miss the only Canadian stop for the **Rock Like They Do Bus** tour!! Celebrating the DVD release of Hanna Montana/Miley Cyrus in concert and **Camp Rock** featuring **the Jonas Brothers**, the bus will take up residence at the CNE in Bandshell Park the very day of the DVD releases. See where Miley Cyrus stayed while on the road; get your hair styled to look like a rock star; sing karaoke to Hanna Montana/Miley Cyrus and Jonas Brothers hit songs, have your photo taken with Miley Cyrus and Jonas Brother cut-outs. Tons of fun for everyone to enjoy!

Food Products Day

Wednesday, August 20, 2008
Starts at 11 am

Spin the wheel and win prizes! All activities take place in the CNE Food Building!

Tim Hortons Breakfast

Thursdays August 21 and 28th

10:00 am to 11:30 am

Bandshell Park

To celebrate seniors' Thursdays, Tim Hortons will once again be hosting its popular breakfast for seniors, where the coffee and entertainment flow freely and donuts and Timbits are to die for!

Citizenship Ceremony

Thursday, August 21, 2008

Queen Elizabeth Dining Room

Cruise Nationals Classic Car Show

Saturday, August 23, 2008

All day

Bandshell Park

Back by popular demand, the **Cruise Nationals Classic Cars** returns to the CNE with its amazing roster of vintage automobiles. As in previous years **Cruise Nationals Classic Cars** will select 10 finalists from the 60 cruise nationals' winners that have been selected from 12 cruise nationals' sanctioned cruises.

EX-posed – Secrets of the CNE

Galleria (between Halls A & B) Direct Energy Centre

Saturday, August 23rd ; 10 am to 10 pm

Write and/or decorate a postcard and share your inner most secrets about your experiences at the CNE in this intriguing new project, organized by the CNE Youth Committee. CNE secrets can be shared and put on display for others to share. One day only. Catch The Trews at the Bandshell that evening.

**Soccer Games at BMO Field during the CNE
Toronto Football Club**

Saturday, August 23, 2008

Toronto FC versus New England Revolution

7:30 pm

Practices also take place (10:30 to 12:30 pm) every week day leading into the game date.

Tentative

Tuesday, Aug 19 or Wednesday Aug. 20 - evening

Tentative Canadian Soccer Association game - if Team Canada wins their next game they will play likely against Jamaican National team

Monday Aug 25 – Wednesday, August 27 - TFC CONCACAF league champion match - TFC must win against Montreal's and Vancouver's teams to advance against a Nicaraguan club team

Sunday, Aug 17 - friendly match between 2 club teams from Central and/or South America

In the Immediate Area During CNE

Molson Amphitheatre ~ Ontario Place

Friday, August 15th – Radiohead with Grizzly Bear

Saturday, August 16th – Rod Stewart

Tuesday, August 19th – Maroon 5 with Counting Crows, Sara Bareilles

Thursday, August 21 – Blue Rodeo and Josh Ritter

Sunday, August 24th – ZZ Top, Brooks and Dunn

Friday, August 29th – Simple Plan with All American Rejects and Faber Drive

Chinese Lantern Festival ~ Ontario Place

July 30th to September 1st

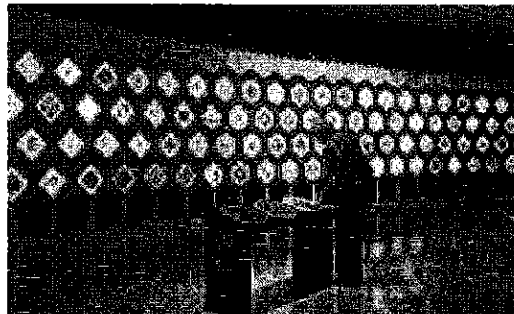
The Lanterns return to the west island of Ontario Place for their third consecutive year. Exact details and theme for the show are in the process of being confirmed.

EXHIBITS

Quilt of Belonging

Direct Energy Centre, Heritage Court

Daily throughout the fair



The magnificent **Quilt of Belonging**, the largest collaborative work of textile art to be created on a national scale, will be on display for all to experience every day of the 2008 CNE. With 263 squares representing 71 Aboriginal groups and 192 immigrant nationalities found in Canada, the Quilt is a lasting testimony to Canada's multicultural heritage and identity.

To produce this landmark project, each group was invited to produce a handmade block featuring textiles and symbols that represent its unique contribution to the Canadian mosaic. Grand in size and purpose, the finished quilt measures 36 metres (120 feet) long by 3.5 metres (10 feet) high. In the words of the project coordinator, artist Esther Bryant, *"Our vision was to create a collaborative work of art that will recognize Canada's and the world's diversity, celebrate our common humanity, and promote harmony and compassion among people."*

The **Quilt of Belonging** made its debut at the Canadian Museum of Civilization in Gatineau, Quebec in April 2005. Most recently, it has been exhibited to great acclaim at the International Quilt Festival in Houston, Texas; the Glenbow Museum in Calgary, Alberta, and the Woodlands Cultural Centre in Brantford, Ontario

100 Years of Anne

The Garden Show, Heritage Court, Direct Energy Centre
Daily

New to CNE!



The **Lucy Maud Montgomery Society of Ontario** (LMMSO) and **Uxbridge Township** in association with **Gribble Landscape Creations** (GLC) bring to the CNE a fascinating tribute to this popular Canadian author in an exhibit celebrating her many literary accomplishments as well as her love of the garden. Her most famous novel, ***Anne of Green Gables*** (first published in 1908) celebrates its 100th anniversary this year.

The enchanting CNE exhibit will showcase the author's writing and photography, her love of gardens through beautiful landscape installations, her life at Leaskdale, Ontario and the world of her most famous heroine: **Anne Shirley, Anne of Green Gables**.

Born in Prince Edward Island in 1874, L.M. Montgomery started writing the Anne books in her native province. Upon her marriage to Rev. Ewan Macdonald in the summer of 1911, they moved to the hamlet of Leaskdale in the Township of Uxbridge, Ontario, where he had become the minister of St. Paul's Presbyterian Church the previous year. It was during her life at the Leaskdale Manse that Lucy Maud Montgomery set up housekeeping, raised her children, and wrote 11 of her 22 books including: *Anne of the Island* (1915), *Anne's House of Dreams* (1917), *Rainbow Valley* (1919), *Rilla of Ingleside* (1920), *Emily of New Moon* (1923), *Emily Climbs*, (1925) and *The Blue Castle* (1926).

Women's Work – Child's Play Women and Children at the CNE since 1879

CNE Archives Exhibit
Daily, Direct Energy Centre
Daily throughout the fair



Freckled Face Kid winners circa 1947

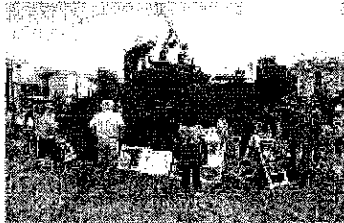
Within the rich history of the CNE, exists a goldmine of programming which was designed specifically for two distinct groups of people: women and children. Exploring these separate but intersecting spheres will be the focus of this year's Archives' exhibit. Central to the exhibit will be the CNE's Women's Department and the role it played in bringing the latest advances in "domestic" technology to Canadian housewives, as well as showcasing fashion, cooking shows and competitions. The child-oriented component of the

exhibit will explore the children's midway, baby shows, and competitions that ranged from handicrafts to sports to the **Freckled Face Kids Competition**.

Canadian Forces interactive exhibit

Outdoors on Princes Boulevard

Daily throughout the fair



Based on the terrific response to their appearances at the CNE over the past two years, the Canadian Forces returns for a third consecutive summer. Climb into the cockpit of a Snowbird plane, explore the world inside a tank, discover hands-on what our armed forces experience every day working abroad. Plus, send greetings to our troops overseas by sending a personal message on the Canadian Forces banner.

Now at CNE!

The Origins of Sitting Pretty: A History of the Toilet

Direct Energy Centre; At Home Pavilion: Hall A

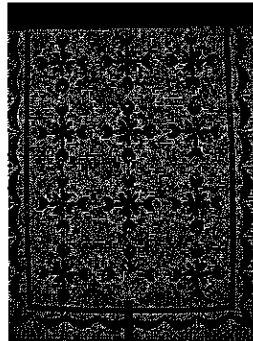


Everyone uses toilets but few of us talk about them. This intriguing exhibit presents the overlooked history of one of the most common and useful pieces of household furniture. The exhibit's entry point introduction includes an interactive quiz about toilet lore. From there, it is divided into five sections featuring: the history of outhouses, toilet paper and toilet paper fixtures, chamber pots, the flush toilet and the public washroom.

The exhibit is a product of the collaboration of four Ontario Community Museums: Peterborough Centennial Museum and Archives, Guelph Museum, Welland Historical Museum and West Parry Sound District Museum.

Canada Packer's National Quilts Collection

Daily throughout the fair
Arts Crafts and Hobbies Pavilion



A sampling of quilts from Canada Packer's historic collection of Canadian handcrafted quilts will be on display throughout the fair for all to appreciate. An exquisite exhibit of handcrafted **Doll Houses**, which have been generously loaned to us courtesy of **Country Heritage Park**, will also be on display in this area.

Arts Crafts & Hobbies Pavilion

Daily throughout the fair

The Arts Crafts & Hobbies Pavilion is once again home to displays and interactive exhibits staged by arts organizations in the region as well as various local artists and groups. Confirmed participants to date include the **Art Gallery of Ontario; International Artists' Workshop; Canadian Theatre Museum; The Ontario Artists' Porcelain Guild** in workshops; and the **Canada Packers Quilt and handmade dollhouse display** (courtesy of Country Heritage Park).

Green Zone

2008 Theme: *Combating a Throw-Away Culture*

CMHC / SCHL Eco – Pods

Daily throughout the fair

Working with the **Toronto Fashion Incubator (TFI)**, the CNE will feature fashion and green design in this year's Green Zone. Green fashion from local up and coming fashion designers will be showcased throughout the 18 days of the fair through mini fashion shows, exhibits and interactive workshops. We will also be hosting a kids' green fashion design contest in which youth will have an opportunity to work with TFI's fashion intern to create their own vision for the future of fashion – their designs will then be on display in Green Zone. Green Zone will also feature the CMHC/SCHL Sustainable Condo, the Hydrogen Village and a number of other exhibits that showcase green initiatives.

PARADES

Daily CNE Mardi Gras Parade

Daily at 6 pm

The highly popular CNE Daily Parade will be further expanded this year and make its way through the CNE grounds at 6 pm each day as the much coveted Mardi Gras necklaces will once again play an important role in the parade. Theme dates confirmed to date are: **Uxbridge Day** (August 20th); **Fire Services Day** (August 21st); **Police Services Day** (August 25th) and **Toronto EMS Day** (August 28th)

Warriors Day Parade

Saturday, August 16

10:30 am start from Princes' Gates

This year's 87th annual Warriors' Day Parade's theme is ***Saluting our Veterans, Supporting Our Troops!*** will be recognizing both our Veterans and our Troops in Afghanistan. The parade will begin at the Princes' Gates, run along Princes' Blvd. and conclude in the BMO Field stadium with a stirring finale.

Labour Day Parade

Monday, September 1

Keeping with tradition, the Labour Day Parade, celebrating the strength and solidarity of workers, is scheduled for Monday, September 1st. The parade, which travels along Queen Street from University Avenue and then south, will enter the CNE through the Dufferin Gate at approximately 11:00 a.m.

CNE CASINO

July 22 to September 1, 2008, Better Living Centre (East Side)

This year the Casino will operate from **July 22nd to September 1st**, 2008. It is open from **Noon to 6 AM** daily and is located in the North East corner of the Better Living Centre. The Casino will be closed on Saturday, August 2nd, due to the Toronto Caribbean Festival parade on site.

A popular annual draw, the CNE Casino features a variety of games including Multi-action Blackjack, Roulette, WAR, Spanish 21 and Three Card Poker. In addition to the private air-conditioned Texas Hold 'em Poker area, the casino offers a beautiful outdoor patio. Guests can also enjoy nightly live entertainment and order from a selection of favourite midway treats. The Casino Patio is licensed under the LLBO and will feature daily performances.

COMPETITIONS

Ambassador of the Fairs Competition	August 15, 16, 17, 2008
Cat Show	August 23 & 24, 2008
Flower & Vegetable Competition	On display August 15 to Sept.1 2008
Horse Show	July 22 to August 14 th 2008
Rising Star Talent Competition	August 15 to 31, 2008
TTC Busker Competition	August 15, 16, 17, 2008
Miniature Horse Competition	August 23 & 24, 2008

CNEA HORSE SHOW

July 22 to August 14, 2008

The CNE Horse Show will start earlier than ever this year with Competitions beginning on July 22nd and the popular CNE HorsePlay program getting underway on July 28th. The prestigious World Percheron Congress sets the pace starting on July 22nd and the CNE Dressage Classic returns for its third year at the CNE Horse Show. All events take place in the Horse Palace and Ricoh Coliseum and admission is FREE

before the CNE opens and free with the price of CNE admission from August 15 to September 1, 2008. The schedule of events is as follows:

Horse Show Competitions:

(Time of Day TBC)

World Percheron Congress	July 22 to 26
Light Horse Competition <i>(Road Horses, Hackney Horses & Ponies, Shetland Ponies, Morgans & Saddlebreds)</i>	July 28 & 29
Heavy Horse Competition <i>(Belgians, Percherons & Clydesdales)</i>	August 1, 2 & 3
CNE Dressage Classic	August 5 to 9
Jumper Competition <i>(featuring both Adult & Youth competitors)</i>	August 10, 11 & 12
Miniature Horses	August 23 & 24

CNE HorsePlay

July 28 to September 1, 2008 ~ 12:30 to 3:30 pm

A delightful and free introduction to horses, HORSEPLAY returns for its fourth consecutive year in 2008, taking place every day of the CNEA Horse Show and continuing throughout the fair (Horseplay is free with the price of CNE admission during the fair).

Designed for the young and the young at heart, HORSEPLAY sweeps you away from city life and into the magical world of the horse. This year's program allows visitors to:

🌿 Discover how a horse thinks, acts & reacts 🌿 Experience what it is like to ride a horse 🌿 Pet & feed a horse 🌿 Meet a mare & foal (mother & baby horse) 🌿 Guess a horse's weight 🌿 Learn about grooming and shoeing 🌿 Take a Wagon Ride 🌿 Learn about the Life of a Racehorse a 🌿 Plus Games, Contests, Prizes & Much More 🌿!

AGRICULTURE DURING THE CNE

Ambassador of the Fairs Competition

For 37 years, young representatives from fairs across Ontario have competed to become the Ambassador of the Fairs. This year-long title takes the winner across Ontario as a representative of the CNE and all agricultural fairs. Since its inception in 1971, more than 1300 young people from 100 communities throughout the province have taken part in this illustrious contest. This year the event takes place at the CNE from August 15th to August 17th, with the winner being crowned the Sunday afternoon (August 17th) in the Queen Elizabeth Theatre.

New Location

The Farm

CNE Better Living Centre (West Side)

Ongoing daily

Just minutes away from the intense urban landscape of Toronto, rural Ontario comes to life for 18 days at the CNE in the Better Living Centre. The CNE's Farm provides visitors with the chance to slow down and get acquainted with rural life including a wide variety of farm yard animals ranging from piglets to ostriches. Guests can be a farmer for a day, picking apples off a tree, digging for potatoes, milking a cow and collecting eggs from the chickens.

There will also be daily demonstrations of butter making, weaving, rope making, sheep shearing and cow & goat milking. A large sand sculpture will also be featured this summer in The Farm constructed in the shape of **Noah's Ark**. The Farm has been a central part of the CNE the past 18 years, and this year has a new home in the west side of the Better Living Centre. It has moved out of the Automotive Building due to the construction of the new Conference Centre within the historic edifice.

Kids' AgVenture

A huge hit at the CNE last year, Kids AgVenture, a colourful and engaging interactive area, designed for children ages three to ten years of age returns in 2008. In a journey that takes them through five miniature barns, kids get to experience the life of a farm hand. Each barn provides visitors with "hands on" tasks related to planting crops and tending of animals. For example, at the chicken coop, the farm hands feed the chickens the grain they "harvested" and then collect the eggs. At the dairy barn, the children milk a cow and collect milk cartons. There is also a tractor area, sheep barn, orchard/garden and grain area. After the children have gone through each of the miniature barns and collected their products, they "sell" them at the market for "cash" which they use to purchase a small item. (I.e. Cow ruler or pig eraser)

Sowing the Seeds of Heritage: Life in a Rural Community

10 am to 6 pm daily

An interactive exhibit featuring the history of agriculture and small town life. This exhibit focuses on the Life in a Rural Community as seen through the church, school, rail station, homestead, general store and farm. This exhibit has been developed by the museums in the region. Exact details are still to be confirmed.

HorsePlay

(see pages 23 & 24)

Miniature Horse Competition

August 23 & 24
Horse Palace Ring

ATTRACTIONS FOR CAT & DOG LOVERS

The CNE's great affection for animals is not confined to the barnyard or horse stables but extends to household pets as well. Both cats and dogs have their turn in the spotlight in two popular CNE events: The Cat Show and the IAMS SuperDogs Show.

New Location

The 38th Annual Cat Show

Café Soleil, Direct Energy Centre

Let the sun shine in as our fine feline friends take over Café Soleil on **Saturday, August 23rd** and **Sunday, August 24th** for the 38th Annual Cat Show. From 10 am in the morning to 5 pm in the evening, more than 125 cats from across Ontario will be showcased in display and in competition.

The IAMS SuperDogs Show

Direct Energy Centre, Hall D, 3 shows daily (1, 4 & 7:30 pm) throughout the fair

With wagging tails and winning ways, the ever popular SuperDogs launch a brand new show at the CNE this year: ***Bling it On!***

FOR GARDENERS AND GARDEN LOVERS

The Garden Show

*Heritage Court, Direct Energy Centre,
daily throughout the fair*

The CNE Garden Show is home to the largest flower and vegetable growing competition in Canada. When not admiring the foliage, garden show guests can rock the day away, as the "physics defying" visual artist **Daryl Maddeaux** returns to the CNE stacking "Rock on Rock" without the help of glue, nails, gum, velcro, screws, or magnets. The Garden Show's Courtyard Stage will also be home to the popular **Harmonicats** who perform every day of the fair. Two fascinating exhibits will also be featured in this area: ***The Quilt of Belonging*** and ***One Hundred Years of Anne***, a tribute to Anne of Green Gables and her creator **Lucy Maud Montgomery**, who was also an avid gardener.

KIDS' WORLD

*In Centennial Park
Ongoing daily*

Nestled in the west end of the CNE near the Dufferin Gate, is a wonderful world designed just for Kids. Complete with midway rides, a playground, onstage entertainment and a park full of animals, puppets and other crazy creatures, Kids' World offers children endless surprises and lots of fun! Presented by **CHFI**, Kids World includes:

Feature Stage

Fun and furry friends entertain daily onstage in the heart of Kids' World. Featured performers include:

- **Doo Doo the Clown**,
- A brand new stage show, which makes its debut this summer featuring **Al-EX and the EX-CELLENTS**, CNE's most popular characters join our beloved mascot AL-EX, the beaver, in an entertaining new show that is performed daily!

New!

KidStreet

A pint sized village street, KidStreet is full of interactive activities and resources for children and families, including.

- **Craft Gallery:** This very successful centre, features a variety of crafts where kids can roll up their sleeves and get creative! (*Ongoing daily*)
- **Lets Play:** Home to "MakeMusic " Let's Play offers non-stop musical fun. While Kerry keeps the beat, kids get to play all kinds of instruments and even try their hand at karaoke. (*Ongoing daily*)
- **KidsScience:** A wonderfully interactive and educational opportunity for kids to develop their "inner Einstein".
- **Pizza Nova Pizza Making Workshop:** Emeril Legasse, Wolfgang Puck and Jamie Kennedy, watch out! The Kids are coming and they're making pizza! This fun, interactive and educational workshop enables kids to work with pizza dough and to learn how pizza is made. (*Five times daily*)
- **Shoppers Drug Mart Family Centre:** Amidst the heat and bustling activity of Kids' World, the Family Centre provides a quiet, cool and private place for mothers to change and nurse their babies. (*Ongoing daily*)

Kids' World Park:

Lots of fun awaits in Kids World Park, including:

- **Reptilia:** Reptiles and amphibians are largely misunderstood and feared by the general public. Reptilia experts educate both young and old about reptiles and amphibians in an highly entertaining show and exhibit.
- **Backyard Circus:** An old fashioned dress-up circus where children become the performers. (*three shows daily*)
- **Family Puppet Parade:** Kids can participate in a lively parade working with a diverse selection of multicultural rod puppets, parents serve as assistants. (*three shows daily*)
- **Ken Jen Petting Zoo:** a long running favourite with more than 120 animals from around the world, this walk-in area features some very special animal stars for children to pet & feed. (*Ongoing daily*)
- **Belly and Belly:** two fun characters that clown around, entertain children and stop to paint face designs. (*Ongoing daily*)

SPORTS

Celebrate the Olympic Spirit!

West Side of Food Building; daily

Since there is overlap between the CNE dates and the 2008 Summer Olympics in Beijing (August 8 to 24, 2008), summer sports will be celebrated through a series of outdoor demonstrations, interactives, shows and athlete appearances, every day of the CNE. Details to come.

Pee Wee Baseball Tournament

The highly successful community based Lions CNE Pee Wee Baseball Tournament celebrates its 52nd Anniversary this August. Established in 1956, the CNE Pee Wee Baseball Tournament has guided more than 16,000 young people through the ecstasy and the agony of the baseball tournament experience. For more than half a century, rising in the early hours of the morning, young people from throughout Southern Ontario have boarded buses and made the journey to the Canadian National Exhibition to compete for coveted first place title.

LECTURES & DEMONSTRATIONS

New!

Do It Yourself Stage

At Home Pavilion, Home Renovation Stage (Direct Energy Centre, Hall A)
Daily throughout the fair

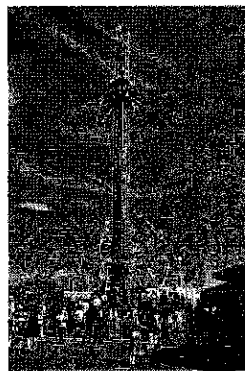
Canada's Handyman Shawn Monteith returns to the CNE this year to present helpful home renovation tips and tricks. Visualize your renovations in the **1867 Confederation Log House** that is on display adjacent to the stage.

Kitchen Stage

Outdoors in front of The Farm in Better Living Centre
(Programming to be announced)

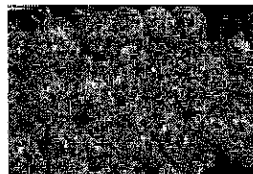
RIDES & GAMES

The new **Mega Drop** ride joins traditional favourites such as the Ferris Wheel, Wave Swinger, Zipper, Swing Tower, and the Crazy Mouse spinning coaster to bring thrills and chills to visitors to the EX.



Mega Drop

When not riding rides, visitors can spin to win, play bingo, have someone guess their age and weight, or play any one of more than 125 games at the CNE. If you are lucky, you might be able to take home a Tweety Bird, Sponge Bob or the Family Guy, after a fun filled day at the fair.



FOOD@TheEX

Food at the CNE is something to be experienced! There is an exciting medley of cuisine from all over the world, not to mention more than a few tasty treats unique to the fair.

Ribfest

August 15 to 17th and August 21 to 24th
11 am to 10 pm; Bandshell Park

Back by popular demand, a succulent rib-fest takes over Bandshell Park the first two weekends of the CNE! Ribbers from ev~~ri~~bwhere won't want to miss this fabulous feast as a multitude of rib masters compete to win "best rib recipe"!

Food Building

Every year, more than one million people visit the **CNE Food Building** for the unique experience that has made the Food Building a Toronto institution. With close to 100 vendors featuring foods from around the world as well as traditional favourites, the Food Building is bound to satisfy even the most demanding palate.

Fair Favourites

Outdoors throughout the CNE, there are also plenty of opportunities to keep hunger at bay. The EX has a vast selection of eatable delights right on the midway and around the grounds. From Butterfly Chips to Corn Dogs, Curly Fries and Ice Cream Waffles, and the famous Tiny Tom donuts, there is something for everyone to indulge in.

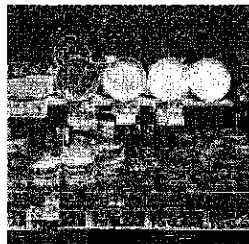
Restaurants

For a more relaxed sit-down experience, there are a number of restaurants on site that are all licensed establishments. These include the **Casino Patio**, **Gossip**, and the **Labatt Blue Midway Stage** area.

Cooking Demonstrations & Food Products Day

Don't miss the daily cooking demonstrations outside the Farm near the Fountain, as well as the Food Products Day on Wednesday, August 20th starting at 11 am in the Food Building!

SHOPPING



You can shop 'til you drop at the CNE. An extreme sport of its own kind, shopping at the CNE is a virtual "marathon of marketplaces" where visitors can find the terrific bargains and distinctive treasures. From east to west throughout its 192 acre site, the CNE offers a wide variety of fantastic retail therapy. Great shopping can be found in the following areas:

At Home Pavillion

Direct Energy Centre, Hall A

The At Home Pavilion features 105,00 square feet of home related products and services including furniture and appliances, lifestyle, leisure and personal care merchandise, as well as items relating to home décor, home improvements and home renovations. This pavilion is also home to the **Do it Yourself Stage** where Canada's Handyman **Shawn Monteith** presents home renovation

demonstrations several times daily throughout the fair and the **1867 Confederation Homes Log House**.

Pizza Pizza International Pavillion

Direct Energy Centre, Hall B

The treasures of the world find their way to the CNE in this unique 110,000 square foot marketplace. Exquisite jewelry, clothing, home furnishings, gifts, handicrafts and furniture from exotic international locales are yours to behold in this fascinating pavilion, which also showcases indigenous cultural entertainment on the **Pizza Pizza International Stage**.

Garden Show

Direct Energy Centre, Heritage Court

See page 26

Shoppers Bazaar

Direct Energy Centre – Hall A

This colourful bazaar features an amazing array of merchandise ranging from perfumes to clothing and electronics, and from car products to aromatherapy.

Warehouse Outlet/Extension

Direct Energy Centre – Hall C & G

NEW!

The bargains are back at this year's CNE in the Warehouse Outlet, which sells specially discounted products from major Canadian retailers. This year the Warehouse will be extended into Hall G which is where Stitches and many of the other retailers which formally resided in SportZone will be located.

Arts Crafts & Hobbies Pavilion

Queen Elizabeth Building

Oh Canada creates such beautiful things! The Arts Crafts and Hobbies Pavilion showcases 63,000 square feet of distinctive Canadiana collectibles, including art, crafts, clothing, hobbies, speciality foods, home wares, jewellery and leather goods.

Outdoor Marketplace

This marketplace embraces the colourful outdoor ambience of the fair, and offers an eclectic variety of products that range from Hot Tubs to sunglasses, souvenirs, belts, books and psychic services.

CHANGES TO THE CNE & THE SITE IN 2008

Automotive Building

The Automotive Building will be under construction during the 2008 CNE. The historic façade will be retained but the interior will be in the process of being transformed into a state-of-the-art Conference Centre which is scheduled to open in 2009.

The Farm & Cat Show

Due to the construction underway in the Automotive Building, The Farm is moving west into the Better Living's Centre west side, formerly home to SportZone. The Cat show is moving into Café Soleil in the Direct Energy Centre for its duration during the second weekend of the fair.

Sports/SportZone

SportZone will no longer exist as it has been previously known, but Sports Activities will take on a new life in an outdoor village just west of the Food Building which will feature a celebration of the 2008 summer games. Retail outlets including Stitches that formerly lived in SportZone, will be re-located in Hall G in the Direct Energy Centre while smaller retail outlets also in the Better Living Centre will be moving outdoors and to various indoor locations throughout the grounds.

New Stage Outside Heritage Court

A new outdoor stage (**The Maple Lodge Farms Variety Stage**) will be erected south of the Horse Palace, west of Heritage Court and will be home to the hypnotist Mike Mandel, the ventriloquist Michael Harrison and the Rising Star Talent Competitions.

New Stage at South East Corner of Food Building

A new stage for Street Performers will be added to the CNE this year. This stage will feature talented international and local artists who in the past have performed in different designated areas throughout the grounds.

Reconfiguration of Midway

The adult midway is being slightly reconfigured for 2008, exact details to be confirmed.

Global Quest at the EX

There will be no Quest at the EX (an electronic scavenger hunt staged throughout the grounds) at the 2008 CNE. There are a number of reasons for this change. The promotion was originally designed in 2006 to move people around the soccer stadium construction. With the BMO Field now firmly ensconced in the site, and available real estate at a premium due to fact that all the programming and retail that traditionally lived in the Automotive Building and SportZone have had to be moved this year, Quest at the EX is no longer a workable promotion. It was also very labour intensive and had significant costs to the CNE associated with it. Online promotions and online data collection initiatives will be explored to replace it.

MAJOR ANNIVERSARIES

130th Anniversary of the Canadian National Exhibition

Established in 1879, the CNE celebrates its 130th Anniversary in 2008.

Prior to 1879, an annual fair organized by the Provincial Agricultural Association and the Board for Agriculture for Canada West was held in a different Ontario city each year. The success of the 1878 Fair in Toronto prompted local politicians and business leaders to lobby (against heavy opposition) for a permanent Exhibition in Toronto.

On March 11, 1879 the Provincial Legislature passed "An Act to Incorporate the Industrial Exhibition Association of Toronto". A Board of Directors was formed representing the various organizations which had supported a permanent annual Exhibition in Toronto and on September 3rd 1879 the first Toronto Industrial Exhibition opened for a three week run on lands leased by the City of Toronto in what is now Exhibition Place. General admission was 25 cents and more than 100,000 people attended.

The public proclamation announcing the first Exhibition opened with the following: "The City of Toronto having, at a very large outlay, secured new exhibition grounds and buildings, second to none in the Dominion, it has been considered desirable that an annual exhibition, for the promotion of Agriculture, Horticulture, Arts and Industries generally, should be established and held, therein, on a somewhat larger scale than has heretofore been attempted."

50th Anniversary of the Princess Margaret Fountain

Situated at the west end of the grounds across from the Press Building, the Princess Margaret Fountain celebrates its 50th birthday in 2008. The Princess Margaret Fountain, consisting of tiers of three progressively larger circular basins constructed of steel and reinforced concrete, was built to replace the old Gooderham Fountain erected in 1911. The new fountain was dedicated by its namesake, Princess Margaret, sister of Queen Elizabeth II, when she visited the CNE in 1958.

The Princess Margaret Fountain is set in a prominent location at the intersection of Princes' Boulevard, Manitoba Drive and PEI Crescent. Like the Gooderham Fountain before it, the Princess Margaret Fountain has become a favourite place for fair-goers to meet with friends and family.

GENERAL INFORMATION

Ticket Prices

1) Gate Admission*

General Admission	\$14.00 CDN
Seniors (60+)	\$ 10.00 CDN
Children (13 and under)	\$ 10.00 CDN
Babes in arms	Free

CNE Family Pass \$42.00 CDN
(2 adults & 2 children or 1 adult & 3 children)

2) CNE Advance Ticket Rates* (sold at [www. theEx.com](http://www.theEx.com) and through Advance Sale Partners: Shoppers Drug Mart and GO Transit)

Admission only (Fun Pass)	\$ 10.00 CDN (\$4 Savings)
Admission & unlimited North American Midway rides (Magic Pass)	\$ 31. 00 CDN (\$14 Savings)

3) CNE Group Sales Rates* (applicable to groups of 25 & more)

Admission only (Fun Pass)	\$ 9.00 CDN (\$5 Savings)
Admission & unlimited NAME** midway rides (Magic Pass)	\$ 29.00 CDN (\$16 Savings)

4) On-Line Ticket Sales

CNE On-Line Ticket Offers will be continued this year

Special Offers

Kids Toonie (\$2) Mondays will be on both Mondays of the CNE. The **\$5 after 5 pm** promotion will take place once again this year on Tuesday, Wednesday and Thursday evenings, both weeks of the fair.

\$5 After 5 pm – This year's CNE will once again feature the popular \$5 after 5 pm offer, which enables people of all ages to get into the CNE for just \$5 any Tuesday, Wednesday or Thursday evening of the fair.

Subway 2 for 1 Special - NEW THIS YEAR! Visit any Subway store in the GTA, purchase a **Fresh Value Meal**, and you will automatically receive a coupon which enables you to get two people in for the price of one on the CNE's middle weekend, **Friday August 22, Saturday, August 23rd or Sunday, August 25th**

iCoke: CNE Magic Passes will once again be available for icoke members to redeem their loyalty points through the iCoke Web site. A 2 for 1 offer for the two final Fridays of the fair will also be issued via an email blast to the iCoke membership.

Kids School Pass Program

The CNE also distributes 1.1 million **free** Kids Passes in end of year reports cards in Southern Ontario elementary schools from London in the west, Niagara region in the south, Simcoe County to the north and Peterborough to the east of Toronto

*Includes entry to Ontario Place

** Midway Company is North American Midway Entertainment

CNE Hours of Operation

CNE Grounds

Grounds open daily	10:00 a.m. to midnight
Buildings open daily	10:00 a.m. to 10:00 p.m.
Labour Day Grounds	To be confirmed
Labour Days Buildings	To be confirmed

CNE Casino (July 22 to September 1, 2008)

Noon to 6 am daily

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