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**BRITISH COLUMBIANS NAME HIGHLY ANTICIPATED**

**FREEDOM MOBILE OUTDOOR AMPHITHEATRE**

**For Immediate Release – August 17, 2024**

**Draft Renderings/Images Available**

**Vancouver, BC:** Today, PNE President and CEO Shelley Frost was joined by Jean B. Péladeau, Senior Vice President and Chief Marketing Officer of Videotron, Fizz and Freedom Mobile, in announcing the name selected by British Columbians during a month-long province-wide poll.

*“I am happy to announce that the name of the spectacular new PNE outdoor venue will be the* ***Freedom Mobile Arch****. Thank you to everyone who responded to our invitation and voted for their favourite name. We hope that the* ***Freedom Mobile Arch*** *will become an iconic landmark in Vancouver and BC,”* said Jean B. Péladeau, Senior Vice President and Chief Marketing Officer of Videotron, Fizz and Freedom Mobile. *“Freedom is proud to be a part of the PNE’s journey for years to come. We could not be more excited for this unique opportunity to contribute to Vancouver’s cultural scene and help enhance the city’s live entertainment experience for all to enjoy.”*

PNE President and CEO Shelley Frost said the Freedom Mobile Arch name was the clear favourite, more than doubling all other name suggestions combined. *“When it opens in 2026, the Freedom Mobile Arch will be the home of incredible experiences and arguably be one of the most beautiful outdoor amphitheatre stages in North America.”*

The 12-year agreement between the PNE and Freedom Mobile was announced earlier this year and includes a number of elements, including support not only for the amphitheatre, but beginning in 2024 a partnership on some of the PNE’s most beloved properties including the annual summer Fair and the PNE’s extremely popular Halloween event, Fright Nights.

The amphitheatre project, which has been in the planning stages for several years and is designed to showcase British Columbian and Canadian building products and engineering while adhering to the highest standards of environmental sustainability.

Plans for the venue include hosting a wide variety of music and culture events – ranging from the incredibly popular Summer Night Concerts at the PNE Fair, to arts and culture performances by symphonies, cultural innovators, community organizations and others. With the beautiful BC mountains in the background, the venue’s clear-span wood roof is not only striking but also engineered to act as a significant sound barrier to mitigate noise bleed into the surrounding community.

Designed by renowned Vancouver-based architecture company Revery Architecture, construction on the Freedom Mobile Arch is anticipated to be complete in summer 2026.

One of the most spectacular elements of the design is the roof structure, which, when completed will be longer than the roof of the Richmond Oval and one of the longest clear-span roofs in the world.

**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 3 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.

About Freedom Mobile

Freedom Mobile Inc., a wholly owned subsidiary of Videotron Ltd., is a Canadian wireless service provider committed to affordability, innovation and customer satisfaction in Ontario, Alberta and British Columbia. With a combined total of more than 3.5 million mobile customers, Freedom Mobile and Videotron form a strong, highly competitive Canadian wireless provider.

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