



## **CNE Foundation launches GoFundMe campaign to help save priceless CNE memories**

*Funds raised support the digitization and preservation  
of more than 64,000 CNE images that are at risk*

Donate online at: [gofundme.com/CNEArchivesProject](https://gofundme.com/CNEArchivesProject)

Toronto, ON -- Tuesday, August 17, 2021 – The **Canadian National Exhibition Foundation** is on a mission to save priceless CNE memories but needs support from CNE fans. It's a race against time to digitize and preserve more than 64,000 photo negatives in the CNE archival collection before the precious images are lost forever. CNE fans can help save the CNE's history for future generations with their donations to the [CNE Foundation CNE Archives Project Fundraiser](#) on **GoFundMe**.

With funding received through the federal Canada Summer Jobs program and the financial gifts received to date, the CNE Foundation was able to begin the digitization work this summer. Two archives digitization interns – hired through the Canada Summer Jobs program -- are carefully scanning and preserving the delicate cellulose acetate photo negatives that are suffering from Vinegar Syndrome. This causes them to crack and lose their content.

“Canada Summer Jobs connects young people with organizations doing great work in the riding. As the CNE[F] comes through COVID-19, I'm very proud to help them secure jobs funding for young people.” – Adam Vaughan, M.P., Spadina-Fort York

“We are grateful to have received the Canada Summer Jobs funding from the Government of Canada, as well as financial gifts from individual donors that have enabled us to begin the important work of saving this piece of Canadian history,” stated Suzan Hall, CNE Foundation chair. “Your support through our GoFundMe fundraiser will allow us to continue this work to digitize and preserve as many images from the collection as possible,” said Hall.

The CNE Archives Project is a two-year, \$100,000 campaign to save more than 64,000 deteriorating photo negatives in the CNE portion of the Alexandra Studio collection, spanning the years 1947 to 1981. The cancellation of the 2021 in-person CNE event, due to the pandemic, has affected the CNE Foundation's planned fundraising activities in the first year of the campaign.

The CNE Foundation needs the support of the public to help raise the \$45,000 needed to achieve its 2021 goal and ensure the rich history of the CNE can be enjoyed by many generations to come. Donations can be made online at the [CNE Foundation CNE Archives Project Fundraiser](#) on GoFundMe.

Additional details about the CNE Archives Project are available at: [cnefoundation.com](https://cnefoundation.com)

**About the CNE Foundation:**

The Canadian National Exhibition Foundation is a public foundation and registered charity. The philanthropic arm of the Canadian National Exhibition Association, the CNE Foundation funds programs year-round to make a positive impact on the lives of individuals and the community in support of its vision: "Empowering community. Improving lives." To learn more about CNE Foundation programs, please visit: [cnefoundation.com](http://cnefoundation.com).

Charitable Business Number: 118834639 RR 0001

- 30 -

For further information, please contact:

Karen Lynch  
Director, Marketing & Communications, CNE  
C: 416-300-3815  
E: [klynch@theex.com](mailto:klynch@theex.com)

Joanne Benerowski  
Director of the CNE Foundation  
C: 416-300-3813  
E: [jbenerowski@cnefoundation.com](mailto:jbenerowski@cnefoundation.com)