

IMMEDIATE RELEASE:  
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## **Pursuit Wins Bid to Expand Flight Ride Experience to Toronto**

*Brand new attraction showcasing Canada and its people to launch near the base of the CN Tower*

**Vancouver** (July 25, 2019) – Pursuit, part of Viad Corp (NYSE: VVI), announced today that it will expand its flight ride concept to Toronto. Modeled after Pursuit’s highly successful FlyOver attraction in Vancouver, the new FlyOver Canada location will provide guests with a brand-new flight ride experience featuring the country’s most iconic locations, picturesque landscapes and natural wonders.

Following a competitive selection process undertaken by Canada Lands Company, a federal Crown corporation that specializes in real estate, development and attractions management, Pursuit has entered into a land lease with Canada Lands Company to build the new FlyOver Canada attraction near the base of Canada’s famed CN Tower. Construction on the new building is expected to begin in 2020, with an anticipated opening in early 2022 subject to standard City of Toronto approvals.

“Through a visually stunning flight ride experience inside a soon-to-be-built landmark building, we will share the story of Canada and its people in an inspiring way that is accessible to everyone,” said Lisa Adams, Vice President, FlyOver Attractions by Pursuit.

The new experience will feature a brand-new ride film showcasing Canada’s most awe-inspiring sights. The attraction will also include the creation of two immersive pre-ride experiences designed to share the unique spirit of Canada’s land and its people.

“FlyOver Canada aligns with Canada Lands Company’s vision to celebrate the CN Tower precinct as a world-class tourism and entertainment destination, showcasing Canada at its best,” said John McBain, President and Chief Executive Officer, Canada Lands Company. “FlyOver Canada fits with our commitment to creating unforgettable, accessible and meaningful experiences to guests coming from all over the world and we look forward to seeing their attraction come to life in downtown Toronto.”

“At Pursuit we are focused on connecting guests to iconic places through unforgettable and inspiring experiences,” said David Barry, President, Pursuit. “FlyOver Canada in Toronto will showcase the beautiful landscapes and iconic vistas across the country, while highlighting the diversity of Canada and its people. We are honoured to be selected by Canada Lands Company to bring this remarkable experience to such an iconic Toronto location.”

FlyOver Canada utilizes state-of-the-art ride and audiovisual technology to reveal some of Canada’s most awe-inspiring sights in a way that guests have never experienced before. Guests will be seated, feet dangling, before a 23-metre x 17.5-metre spherical screen as the film whisks them away on an exhilarating eight-minute journey across Canada. On this incredible journey, guests will travel more than 6,000 kilometres — all while never leaving the heart of Toronto. Special effects, including wind, mist and scents, combine with the ride’s motion to create a unique and unforgettable experience.

FlyOver Canada in Toronto will complement Pursuit’s successful FlyOver Canada location in Vancouver in addition to its new FlyOver Iceland attraction in Reykjavik and FlyOver Las Vegas attraction in Nevada, which is expected to open in 2021.

The development of the new space will include Canadian companies Sturgess Architecture, PCL Construction and Plant Architect Inc. Pre-show creation will be led by Montreal’s multimedia and design studio Moment Factory, while the film’s production team will be led by creative director Rick Rothschild and director Dave Mossop.

For more information on FlyOver Canada visit [flyovercanada.com/toronto](https://flyovercanada.com/toronto)

View images [here](#).

## About Pursuit

Pursuit is a collection of inspiring, unforgettable experiences in iconic destinations. From stunning national parks in Canada and the United States, to the vibrant cities of Vancouver, Reykjavik (opening summer 2019), Las Vegas (opening 2021), and Toronto (opening 2022), Pursuit's world-class attractions, distinctive lodges and elevated hospitality experiences, enable visitors to discover and connect with these iconic destinations. With a strategic direction to build an expanding portfolio of extraordinary travel experiences, Pursuit remains focused on refreshing, improving and growing its collection in outstanding places around the globe. Pursuit is part of Viad Corp (NYSE: VVI). For more information visit [pursuitcollection.com](http://pursuitcollection.com).

## About Canada Lands Company

Canada Lands Company is a self-financing federal commercial Crown corporation whose sole shareholder is the Government of Canada. Its role is to optimize the economic and community value obtained from former federal government properties. It is also a demonstrated leader in attractions management with its operations of the CN Tower, the Old Port of Montréal, the Montréal Science Centre and Downsview Park in Toronto. Learn more at [www.clc.ca](http://www.clc.ca)

The image below illustrates the area in orange where FlyOver Canada will be located:



Canada Lands Company  
Société immobilière du Canada

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