

Press release

I'M IN LOVE

WITH THE WORLD

With its permanent status now firmly guaranteed, Man & His World launches its eleventh season on the theme of "I'm in love with the world."

Certainly, it will be no simple task for the executive board of l'Association montréalaise d'action récréative et culturelle (AMARC), who each year must develop a new promotial strategy. The challenge, however, is worth every bit of the energy needed to see it through.

But enough of introductions. The 1978 season is beginning on the right foot with nine new participants. Among them are four foreign countries (Cuba, Italy, Portugal and Venezuela) and UNESCO (the United Nations Educational, Scientific and Cultural Organization), which will add interesting new flavours to this international exposition.

As we do every year, Man & His World will offer city-bound Montrealers a world of escape. It's a land of enchantment for children, a chance to re-establish the kinship with our American cousins. Indeed, Man & His World is a happy place for everyone.

Man & His World is a unique human experience that must be seen ... again and again. The holiday mood, accentuated by lush greenery and magnificent flowers, lasts the whole season through.

Man & His World means culture, friendship, dreams and a trip around the world for \$10. It's also joie de vivre and the non-stop fun of La Ronde, the amusement midway with its rides and attractions for every taste.

Nighthawks can choose from a cornucopia of bars and discos. Gourmets can tickle their tastebuds with the national cuisine at many of our pavilions, such as Iran, Austria, Italy, Bulgaria, and of course, Quebec.

This year, the gates of Man & His World swing open on June 22, and close on Labour Day, September 4. The grounds open at 10 a.m., and the pavilions at 10:30 a.m. Closing time has been extended one hour to 9 p.m. this year.

La Ronde kicked off its season May 6. It operates on weekends and holidays from noon to 2:30 a.m. Then, beginning June 22, it will open weekdays at 1 p.m.

Affordable prices

Man and His World has revived its popular Visa again this year. The Visa is good for admission to the grounds, pavilions and entry to La Ronde. The rates are \$10 for an adult season Visa, and \$6 for youths aged 8 to 18. A one-day Visa costs \$4 for adults and \$2 for youths. Admission to La Ronde is 50 cents.

There are also special reduced rates for groups. For further information on the subject, telephone (area code 514) 872-6222 or 872-6075.

Citizens receiving social welfare benefits or old-age pensions may obtain a free season's Visa upon presentation of the appropriate documents. Children under 8 years of age are admitted free.

New rides are adding to the fun of La Ronde this year. Tickets on the rides cost 15 cents per unit. They are sold individually, or in books of 36 units for \$5 (a \$6.50 value) and 84 units for \$10 (a \$14.45 value).

How to get there

If you're coming by car from the North or South Shore of the St. Lawrence, take the east-end Jacques Cartier bridge, or the Concorde bridge via the Bonaventure freeway. Both routes are well posted with the distinctive direction signs of Man & His World, and both take you right on to Ile Ste.Hélène.

Parking is convenient and costs only \$2 a day Monday through Friday, and \$3 on weekends and holidays.

For visitors using Montreal's wonderful public transportation, the Métro will bring you right to the gates of Man & His World at the Ile Ste. Hélène stop. Or, take the 168 bus from the Peel Métro station, or the 169 bus from the Papineau Station. Both will deliver you to Man & His World in a matter of minutes.

Man & His World... a trip around the world in a few hours and a few miles. It's an adventure you'll never forget.