

UNISPHERE

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 United States Steel

NEW YORK WORLD'S FAIR 1964-1965 CORPORATION
INTERNATIONAL EXPOSITION AT FLUSHING MEADOW PARK
WORLD'S FAIR, N.Y. 11380 TELEPHONE AREA CODE 212-WF 4-1965 CABLE ADDRESS "WORLDSFAIR"

ROBERT MOSES
PRESIDENT

NEWS:

June 25, 1965

REFER INQUIRIES TO:

Joyce Martin - WF 4-6543

FOR IMMEDIATE RELEASE

NEW YORK WORLD'S FAIR, June 25 -- The Zacchini family, whose world-famous "human cannonball" performances have thrilled millions over the years, will provide the newest entertainment at the New York World's Fair starting Monday (June 28). The exciting event, sponsored by Quaker Puffed Rice and Puffed Wheat, "the cereal shot from guns," will take place in front of the new Quaker Puffed Cereals House in the Lake Area, just opposite the entrance to the Amphitheatre, site of the Florida Citrus Water Ski Show.

The "manshoot" performance, from a long, white cannon at an estimated speed of 125 miles per hour and height of 65-feet, into a net 140-feet away, is scheduled four times daily at 1:30, 3, 4:30 and 6 P.M. George Zacchini, 24, son of Edmondo, who introduced the act back in 1922 at Cairo, Egypt, and George's wife Nancy, will each be hurtled from the cannon twice daily.

Edmondo will fire the first shot that will be heard 'round the World's Fair. Clad in white horsehide suits with crash helmets and asbestos masks, the Zacchini's douse themselves from head to foot with a friction-reducing powder before climbing feet first into the cannon.

As the cannon is fired, World's Fair audiences will hear the explosion, and then see the human bullet projected through the smoke to land in the net. George will be hurtled from the cannon by 175 pounds of air pressure per square inch and 150 for Nancy.

(more)

FROM: Wm. J. Donoghue Corporation
10 Columbus Circle, N.Y.C.

The Zacchini's have performed throughout the world and as the top-billed act at the mammoth Ringling Brother, Barneum & Bailey circus.

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NOTE TO EDITORS: There will be a preview of the "manshoot" at 10:15 A.M., Monday, June 28, in front of the Florida Amphitheatre, followed by refreshments in the Citrus Lounge of the Amphitheatre.

114 DAYS TO CLOSING