

## Float to Promote Fair On 1973 Parade Tour

Expo '74 will join the festivities of the 1973 parade season, offering a colorful float which will carry the Spokane Lilac Princess and members of her court to at least six communities around the Pacific Northwest.

The float is being jointly sponsored by the World's Fair organization and the Spokane Lilac Festival Association, and it will be decorated in the green, blue and white color scheme of the Fair. Designer is John Benham, Seattle float designer whose Seafair Float won the national trophy award in the Pasadena Rose Parade last January 1.

Features of the float will include "refreshing water fountains, fresh floral arrangements in a natural setting and graceful cascading lilacs," Benham said. Lilacs are the traditional symbol of spring for the Spokane community.

A major event on the calendar for the joint venture is the Portland, Oregon, Rose Parade June 9. For that event, 25,000 fresh blooms will be painstakingly attached to the float, and 250 dozen fresh floral arrangements will provide accents.

Other events on the schedule are the Wenatchee (Wash.) Apple Blossom parade, Spokane's own Lilac Festival, Calgary (Alberta) Stampede, Olympia (Wash.) Capital Lake Fair, Vancouver (B. C.) parade, and the Seattle Seafair. Sponsors are also anticipating an invitation to the Pasadena Rose Parade in January.

# NEWS LETTER

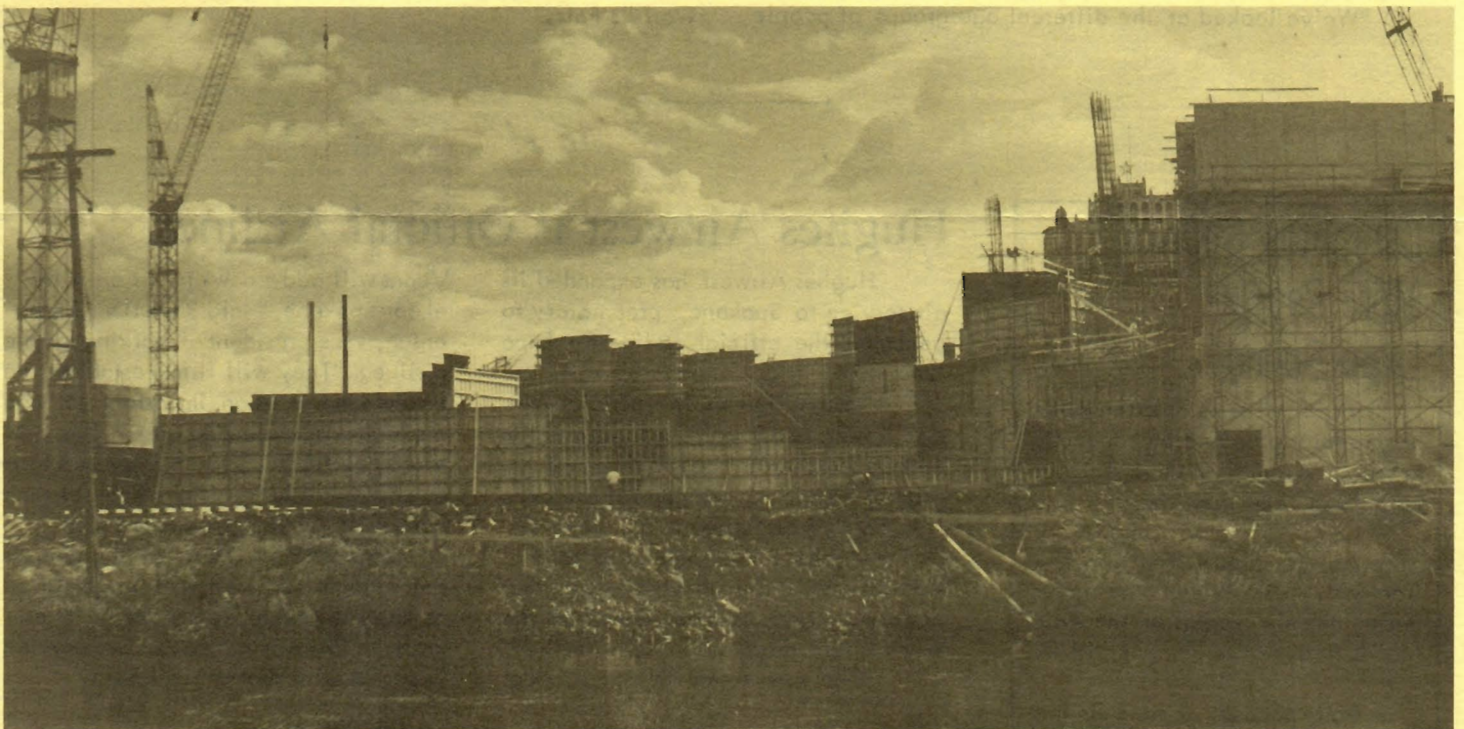


EXPO '74

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**WASHINGTON STATE PAVILION RISES** -- Columns and walls of the opera house portion of the Washington State Pavilion begin to take form along the south bank of the Spokane River. The structure will also house the Washington State exhibit of environmental concern at the World's Fair, and the permanent facility will become a convention and civic center for the Spokane area community after the Fair. Work on the poured-concrete structure began in September 1972 and will continue through March 1974. During the Fair, the 2,700-seat opera house will provide the setting for a wide range of entertainment from around the world. The theater will feature two balconies and adjustable ceiling panels to provide quality acoustics for a wide variety of productions.

## GE Will Sponsor 'Up With People' at the Fair

A different kind of participation in the 1974 World's Fair has been announced by General Electric: Instead of an exhibit in a pavilion, GE will sponsor six months of entertainment at Expo '74.

GE will bring the young people's group "Up With People" to Spokane for daily performances throughout the period of the World's Fair, May 1 to October 31.

"Up With People personifies our participation and the spirit of Expo '74 in the young people's ability to communicate contemporary messages to people of all ages," said H. M. Lawson, western regional vice president for GE.

Included in the arrangements with the Tucson, Ariz-

ona, based singing group will be a pre-fair promotional tour of the Pacific Northwest and Canada.

Up With People is a touring group of 300 young people in three casts who present a "kaleidoscope of original music--rock, jazz, country and folk--with choreographed staging." Young men and women 17 to 25 years old make up the group, each performing for one year. Since its inception in 1968, 2,175 young persons have been associated with the group.

The world-traveling group has performed for the White House, national conventions, Kings and Queens and presidents around the world, as well as in concerts in all 50 states and for national television specials.



## Mass Construction Will Begin in April

This is the month for construction, with bids opened April 12 for eight international pavilions on the 100-acre riverfront fairgrounds.

Construction is to begin immediately, said Robert H. Laws, site development director for Expo '74, and all buildings to be built by the World's Fair organization will be completed by November.

Expo '74 is constructing the pavilions to be used by all international participants, as well as many of the concessions structures and many pavilions for domestic and corporate exhibitors.

The current group of eight buildings to go up will cover a total of 100,000 square feet, Laws said. Included are the pavilions for the Soviet Union (52,000 square feet) and Japan (12,000 sq. ft.). Also included are six as yet undesignated pavilions.

Later this spring, construction is expected to begin on pavilions for domestic exhibitors, as well as concessions structures. Another major project will be the United States Pavilion, but that will be coordinated by the U.S. government through the General Services Administration.

## World's Fair Souvenirs Ready for Market

Expo '74 will soon be seen on retail sales counters across the nation, through an extensive souvenir program now underway.

Now available through Little Sales Co., of Spokane is a line of 23 items ranging from children's T-shirts and adult sweatshirts to candy dishes, souvenir plates and glasses, and tie tacks, bracelet charms and lapel pins.

Marking the beginning period of sales activity was an agreement between Little Sales and Roundup Company for a substantial amount of souvenir items. Roundup will act as distributor for the items to grocery stores throughout the Pacific Northwest.

"We've looked at the different age groups of people

who buy souvenirs, and we've considered the different reasons they buy them for," said Mrs. Teri T. Little of Little Sales. "We've tried to include something for everybody," from the adults looking for something functional or for the kids, to the kids themselves.

One item, at least -- a historically and culturally oriented coloring book -- will get nationwide exposure. Skaggs Drug Centers Inc. has ordered 40,000 of the books, which will be distributed nationwide to the firm's chain of stores.

It features historical and contemporary cultural scenes of Spokane and the Inland Empire, and, of course, the 1974 World's Fair.

## Estimates Show More People Expo Bound

Revised statistics on attendance at the Fair (prepared by Economic Research Associates, Los Angeles consulting firm) show that:

--An estimated 4.8 million visitors will pass through the gates during the six months of the Fair, May 4 through October 31, 1974.

--Sixty per cent of those visitors will come from the Pacific Northwest and Western Canada, with the remaining 40 per cent coming from across the United States and Canada, as well as from around the world.

--August will be the most popular month at the Fair, with an estimated 1,329,000 visitors attending during that month.

--Each visitor will spend an estimated 7 hours a day on the site, and per capita spending will be \$7.14. Visitors from outside the area are expected to spend one or two days of their vacations at the Fair, but persons who live within 50 miles of Spokane are expected to make an average of 5.5 trips back to the fairgrounds.

## Hughes Airwest is Official Airline

Hughes Airwest has expanded its air service to Spokane, preparatory to becoming the official airline for Expo '74.

Designation as the official carrier was made early this month, and the announcement was made April 6 by Rod-erick A. Lindsay, chairman of the Expo '74 board of directors.

At about the same time Hughes Airwest made the announcement that non-stop service to Las Vegas from the World's Fair city would begin April 29.

"The new round-trip jets to Las

Vegas will add a new dimension in travel for Spokane," said Russell V. Stephenson, vice president of marketing for the airline. "They will firmly establish the Inland Empire as an important jet-age crossroads in a growing west." The new service will offer Spokane travelers faster one-stop flights to Los Angeles than now exist, airline spokesmen said.

As official airlines for the World's Fair, Hughes Airwest will be permitted to carry the Expo '74 emblem on its aircraft. The airline will also provide Expo '74 with promotional help.

## NEWS BRIEFS:

--United Air Lines has taken an interest in the World's Fair, and Dale Peak will be coordinator of special promotional help from the firm. Edward E. Carlson, United president, told of the air line's commitment to help promote the Fair while he was in Spokane April 5. United will develop an independent tour to Spokane for the Fair, and Peak will be helping familiarize travel agents with the Spokane plans. Also from United: A promise to feature Expo '74 in several in-house publications, including Mainliner.

--United is also considering participation in the Lifestyles Pavilion, the special exhibit area to be devoted to the environment of modern living.

--Members of the press from the Portland, Oregon, area were guests of Expo '74 in early April. While in Spokane, they toured the Expo grounds, lunched with some Expo personnel and received a general rundown on the status of World's Fair preparations.

--Spokane area high school students are preparing to scour the countryside looking for abandoned automobiles, a project jointly sponsored by the Expo '74 Youth Task Force and the Washington State Department of Ecology. The youth will locate and obtain rights to the hulks, which will be collected and sold for scrap during the summer.

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