

NEWS RELEASE



EXPO'74

America's first world exposition on the environment will open in Spokane, Washington in May, 1974.

Expo '74, themed to the environment and outdoor recreation, has been approved by the Bureau of International Expositions in Paris and by President Richard M. Nixon on behalf of the U.S. Government.

With major participation of foreign and domestic governments and other exhibitors, Expo '74 promises to be a compact but dazzling world's fair in a picture book setting.

Carefully being planned for a 100-acre site adjacent to the heart of Spokane, the \$60,000,000 exposition encompasses two islands, and the banks and spectacular falls and rapids of the cascading Spokane River.

In keeping with the environmental theme, the building of the exposition will in itself be a massive riverfront redevelopment and rehabilitation project. Railroads that now intersect the site will be removed and bridges demolished to revitalize the area into an exciting exposition site, with the post-fair legacy to be one of America's sparkling urban park and civic center areas.

Expo '74 opens the first of May for a six-month run through October. It is expected to attract 4,600,000 gate admissions, according to Economic Research Associates.

Many of these visitors will be touring the Pacific Northwest, making Spokane a feature stop on a complete regional vacation. The Pacific Northwest area, Expo '74 officials are quick to point out, is blessed with more National Parks and other recreational areas than any other part of the United States, and Spokane -- located 290 miles east of Seattle and near Idaho and Canada -- is in the heart of this richly rewarding vacationland.

The theme of Expo '74 covers both environmental concern and outdoor recreation. "How man can live, work and play in harmony with his environment" tells the story of the exposition, which is calculated to stimulate greater understanding of the world's environmental problems -- and how they can be solved.

The Expo '74 symbol, an unusual shape called a Mobius Strip, expresses the continuity of life in that the strip has no definable beginning and no end. It is continuous. The symbol colors are also significant. White expresses cleanliness of fresh air; blue stands for the purity of clean water; and green represents the unspoiled natural beauty of growing plants and trees.

The dimensions of the Expo theme have sparked commitment to the Spokane River Basin Drainage project, a joint project by the states of Washington and Idaho involving 120 miles of river flowing through the two states. This project can serve as a model for water depollution efforts and water quality management for the entire nation and the world.

The relationship between man and his surrounding natural environment, including the problems, the progress and the future requirements, will be carried out in a host of pavilions and exhibits.

Expo officials say that interest in the theme and the unique site already has been high at meetings of world exposition planners in Europe, the Orient and at home. Thus, a very healthy participation from foreign and domestic nations, associations and industries is being planned.

The United States Pavilion, now in the planning stage, will be a major statement by this nation of its environmental concerns. A major Washington State Pavilion is under way, as are many other necessities of any world's fair -- amusements, theaters, exotic food centers, special events and all the high-intensity hoop-la that adds up to Expo excitement.

So planning is moving ahead at a fast pace in Spokane, once a lively Western frontier town, and now a bustling urban center in the midst of the State of Washington's and America's most spectacular and scenic outdoors. And the exposition planners have a lot going for them. They are benefitting from close study of nearby Seattle's successful world's fair in 1962, and are bent on capitalizing on years of careful groundwork, a superb site, a timely theme and mounting community spirit to build a winner for Spokane.

The Bureau of International Expositions, the U.S. Government, the State of Washington and many others agree that Spokane's planning and environmental-outdoor recreation theme will combine for a successful 1974 celebration involving millions of visitors.

A superb example of the commitment to the environmental theme is in the Expo site itself. It includes 100 acres of riverbank, two islands and the Spokane River with its spectacular falls in the heart of the city. Scarred by the haphazard inroads of 100 years of urban progress, the area was recently a tangle of railroad tracks and bridges, dilapidated buildings, sagging warehouses and skid road drifter havens. The once beautiful river channels had been filled in, covered over and obscured by buildings as the city grew outward from the waterfront.

Today the whole 100 acres is being reclaimed and is being transformed into a living expression of what is possible in bringing about the rebirth of the core of a city. Expo '74 will be the first exposition in memory to feature

extensive areas of grass, shrubs and trees; shaded walkways which link pavilion, plaza and amusement areas with quiet pools, riverside paths and rest areas.

There'll be an amusement area of a type unlike any previous fair's, and an air gondola ride across the roaring river falls and on up the river. Western artists and international artisans will create painting, sculpture and artifacts right at the exposition. And today's innovative generation will have an opportunity to "do their own thing" in a special area where everyday people share the pleasure they derive from creating or doing something of no special monetary value but of immense personal philosophical value.

The outdoor recreation theme of the United States Pavilion reflects one of the reasons for having an exposition of this type in Spokane. Post-Expo use of the federal pavilion will be an artfully arranged National Park and Recreation Information Center and Environmental and Recreational Education Center to tell visitors about the outdoor attractions surrounding Spokane, including Glacier and Yellowstone Parks, the Montana and Canadian Rockies, Banff, Jasper and Garibaldi Parks, Olympic National Park, Mount Rainier, the Columbia Gorge, Oregon's Crater Lake, Three Sisters and Blue Mountain areas.

Washington State itself is a kaleidoscope of environmental experiences, ranging across rain forests, seacoasts, mountains, valleys, desert, rivers, lakes, cities and wilderness areas. Pollution is not yet an irreversible problem in this state or in nearby Idaho.

For six months, from May to October in 1974, Expo '74 will have the opportunity to show the world that progress without pollution is possible. Scientists, ecologists, industry and government and the best of entertainment and communications techniques will combine forces to show how our fragile earth with only limited resources and limited ability to renew itself, can reach for a harmonious balance of man and environment.

Roderick A. Lindsay is chairman of the board of the Spokane World Exposition and King F. Cole is president. Executive committee members are W. O. "Bill" Allen; James Brennan, Treasurer; L. V. Brown; James P. Cowles; Neal R. Fosseen, Vice Chairman; F. Sylvan Fulwiler; Vern W. Johnson, Sr., Vice Chairman; A. A. Lundin, Secretary; Kinsey M. Robinson; Mayor David H. Rodgers; Walter A. Toly, Vice Chairman; and Luke Williams, Jr.