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WORLD EXPOSITION ON ENVIRONMENT
SET FOR SPOKANE, U.S.A. IN 1974

NEWS RELEASE

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, is the setting in 1974 for the world's first major exposition themed to the environment.

Expo '74 with the theme - "How Man Can Live, Work and Play in Harmony with His Environment" - is scheduled to open its doors to the nation and the world on May 1, 1974, for a six-month run.

What will the more than 4.5 million Expo '74 visitors find?

-A magnificent 100-acre setting on the Spokane River encompassing the roaring Spokane Falls cutting a chasm through solid basalt cliffs and two river islands, all within walking distance of hotels and shops in the heart of downtown Spokane.

-Some 75 different exhibitors, including foreign governments, several states, numerous industries, private organizations and public agencies.

-Exhibits of all kinds related to the environmental theme--possibly the world's first practical pollution-free automobile; prototype devices to rid streams, lakes and oceans of pollution; examples of ingenious methods to recycle solid wastes, and potential solutions to problems of transportation and housing in an ever growing and crowded world.

- Special emphasis on outdoor recreation with displays on camping, hiking, water and winter sports and other outdoor activities -- all within a context of protecting and preserving the natural outdoors.

-An unusual tourism information center relating to the many private, state and federal recreation areas within the Inland Pacific Northwest of the United States and Canada.

-Novel and spectacular rides and amusements ranging from a breathtaking aerial gondola ride over the cascading Spokane Falls to one of the few remaining authentic old-fashioned carousels with hand-carved wooden horses, calliope-like music box and grasp for the brass ring.

-An exhibit of early American railroad locomotives and cars.

From the beginnings two years ago when Spokane civic leaders were searching for ways to celebrate the community's 100th anniversary, to as recently as February -- when President Richard M. Nixon asked the U.S. State Department to send invitations to world governments, the Expo '74 story has been one of amazing cooperation and hard work.



EXPO'74

Involved in the exposition program has been the Department of Commerce and its Trade Fairs and Expositions staff assisting both in the development of a proposal for a United States pavilion and in registration with the Bureau of International Expositions.

Thanks to the efforts of many, the Spokane World Exposition was registered in November by the prestigious Paris-based BIE as a "special category" exposition.

Other participants include the State of Washington which has authorized a special State commission and a \$7.5 million pavilion to serve during the exposition as a performing arts auditorium and after as a convention center; the Spokane City government which approved nearly \$6 million in site preparation and development in line with a long-range city riverfront development program; three major American inter-continental railroads--the Burlington Northern, Union Pacific and Milwaukee Road-- which have agreed to vacate the site by 1974, and to donate certain portions to the community, and the Spokane area business community which has pledged more than \$1 million to guarantee pre-operating funds.

Pulling the total program together is Expo '74 itself, a private, non-profit corporation headed by a community-based 57-member board of directors with Roderick A. Lindsay, a Spokane business executive, as chairman, and King Cole, who heads a 20-member staff, as president.

Smaller in terms of projected admissions than either the 1967 San Antonio, Texas, Hemisfair (7million) or the 1962 Seattle World's Fair (10 million), the Spokane World Exposition (4.5 million projected) expects to make up for its size in the beauty and natural wonder of its site and the international importance and awareness of its environmental theme.

What better setting could there be than the land where the Indians once roamed in peace and harmony with nature? Perhaps this spirit can be rekindled and merged with man's concerns of today at Spokane in the center of the mountains, streams, forests and plateaus of the vast Inland Empire Northwest--the site of Expo '74.