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KODAK PARTICIPATES IN EXPO '74

A PHOTO EVENT FOR THE WHOLE FAMILY

Eastman Kodak Company is an active, interested participant in Expo '74 because the Spokane, Washington, world's fair is "the kind of colorful, culturally oriented event that appeals to the whole family," explains William K. Pedersen, a Kodak assistant vice president and director, advertising and promotion.

"When it comes to fair-going, whether it is on an international or on a town level, picture-taking follows naturally," he adds. "We feel Spokane is an ideal setting for a happy combination of family fun and photography."

Almost 4.8 million fair-goers are expected to begin "Celebrating Tomorrow's Fresh New Environment" by the time Expo '74 closes November 3, 1974. From the opening day, May 4, this world's fair-with-a-purpose is expected to be an ongoing experiment in ecology.

Situated on 8,000 square feet at the western edge of the fair site, the 4,440-square-foot Kodak pavilion will help to delineate photography's role in the study and preservation of the natural environment.

The dome structure itself is a bright spot in a lush green setting. Its dome, 72 feet in diameter and 35 feet high at its crown, is made of heavy-duty vinyl and features stripes of red and yellow in keeping with Kodak's trade dress.



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At the entrance to the 200-seat theater, photo experts, members of a pavilion staff of more than 15, answer consumer questions and offer picture-taking advice at an information center, available to the public. A red canopy provides shading and light control in the entry area.

Theatergoers enter the dome through three revolving doors and exit through two rear revolving doors. Inside, they are seated in upholstered theater seats. The focus of the fully carpeted, earth-toned interior is a 12 x 36-foot, semicircular screen on which, "Eastman Kodak Company invites you to Know the Land...and the People through Photography."

The eight-minute, nonnarrative, multi-image slide spectacular set to music is a potpourri of natural beauty. It catalogs such sights as mountains, lakes, seashore, agriculture, fishing, lumbering, and transportation as it covers a cross section of the land and the people of our Northwest and the Canadian Southwest.

"In the program, which will be presented about six times an hour, viewers see people enjoying their environment, 'celebrating' in keeping with the fair's theme," Pedersen said.

A participant in every major exposition in the world since the early 1900s, Kodak is supporting Expo '74 and its pavilion with promotion and publicity aimed at encouraging attendance. Theme of promotional materials used by the company's Consumer Markets and Professional and Finishing Markets Divisions' is "Capture the World's Fair, Expo '74, on KODAK Film." For this, Kodak designed a special logotype incorporating the slogan, the official Expo '74 logotype, a generic Kodak film box, and a picture of Mt. Rainier.

This special logotype is featured in point-of-purchase and other promotional items available to all dealers of Kodak products. The promotional items are also utilized in Kodak summer/fall displays.

At Expo '74, Kodak also distributes its own picture-taking map of the grounds, highlighting ideal settings which appeal to both amateur and professional photographers.

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