

natives paddled an ancient dugout canoe from Bella Bella, B.C. to Vancouver -- another 500 km journey by sea -- mooring at the Plaza of Nations dock.)

During the final six weeks of EXPO 86, committees assisted with the promotion of the "Don't Miss It" Countdown Campaign. Public Affairs encouraged the committees to visit local media and do a "blitz promotion", thus augmenting marketing efforts in other regions of Canada and the United States.

On Closing Day, October 13, there were 96 volunteer EXPO 86 committees, or approximately 1500 individuals who had worked tirelessly, with great dedication to promote the 1986 World Exposition. These volunteers implemented programs run by other volunteers who coordinated local festivals, events, and tourism information centres. There is little doubt that their support and involvement greatly enhanced the Expo 86 Corporation's marketing efforts both at home and abroad.

HOSPITALITY TEAM VOLUNTEERS

A group of 85 individuals, this team came into existence during the B.C. Invites the World campaign. Several volunteers were chosen to run an information booth at the cruise ship terminal at Ballantyne Pier during the summer of 1985. This proved such a successful program that the volunteers wanted to continue with their efforts. As a result, the Public Affairs staff decided to find other tasks for these enthusiastic workers.

Throughout the rest of that year and into 1986, the team grew from approximately 25 people into a huge work force. They ran a booth at the Vancouver International Airport; they worked at booths in major shopping centres; they acted as hosts at large public meetings and gave site tours to visiting dignitaries, media and community groups. Their activities expanded during the operational phase: with hundreds of cruise ships arriving at the new terminal daily, Public Affairs had someone on shift nearly every morning. Important media groups, VIP Corporate Sponsors and other key visitors were accorded special site tours almost daily. Hospitality Team members augmented Public Affairs staff regularly for these events.

Public Affairs created and developed training sessions for the team. Regular updates were held from beginning to the end of the Exposition. Their "uniforms" were also created by the department and favourable comments followed wherever the distinctive cream and navy blue outfits were seen. These volunteers -- men and women -- were the epitome of true "Expo Ambassadors" and an important element of the Community Volunteer Program.

TOURISM INDUSTRY GROUPS

Public Affairs Department personnel worked very closely with all segments of this industry, from hotels, food services, associations, Chambers of Commerce to business groups such as the Board of Trade. Staff joined committees, attended meetings and constantly kept the information flowing, giving speeches and presentations or simply working with them on a daily basis.