

AUGUST 1985

- US fulfillment house retained in Seattle, Washington (Manus Direct Mail Service). A magnetic tape of information kits requests from EXPO INFO sent via daily courier to Manus.
- US marketing campaigns promote Manus for written information and EXPO INFO for telephone inquiries.

SEPTEMBER 1985

- Automated charge-by-phone ticket sales system implemented.
- Expo Display Centre closes.

OCTOBER 1985

- TV Ad Campaign across Canada begins October 21. Call-to-action is to call or write EXPO INFO.
- Expo Centre closes.
- End of first pricing period (October 13).
- 4 new Information Officers hired.

NOVEMBER 1985

- TV Ad Campaign in Western United States begins November 4.

JANUARY 1986

- End of second pricing period (January 6).
- 12 new Information Officers hired January 6.
- 14 new Information Officers hired January 20.