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Canadian  
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EXPO '92  
Sevilla, España

# Canada at Expo '92

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*Excitement is building as 50 members of the media attend*

## Official Launches of the Canada Pavilion

Full details of Canada's participation in Expo'92 were announced September 11, 13, 16 and 19 in a series of official launches in Montreal, Toronto, Vancouver and Ottawa. The events were the first media "splash" for the Canadian participation in Expo'92 and were well covered by broadcast and print media.

Along with David Corral, Director of Communications for Expo'92, Luc Lavoie, Commissioner General for the Canadian participation, presented some recent video footage of the Expo site and the Canada Pavilion.

Several partners and sponsors took this opportunity to deliver their messages. Representing the Federal Government was the Honourable Tom Hockin, Minister of State for Small Businesses and Tourism; Peter Jackman, Claude Trudel and Doug Allen spoke on behalf of Ontario, Quebec and British Columbia. The Honourable Gordon Wray, Minister of Economic Development and Tourism for the government of the Northwest Territories, was unable to attend the Vancouver conference and had his remarks delivered by Mr. Lavoie. Fred Klinkhammer, President and C.E.O. of IMAX Corporation and Joan Pennefather, Chairperson of the National Film Board of Canada, spoke on both

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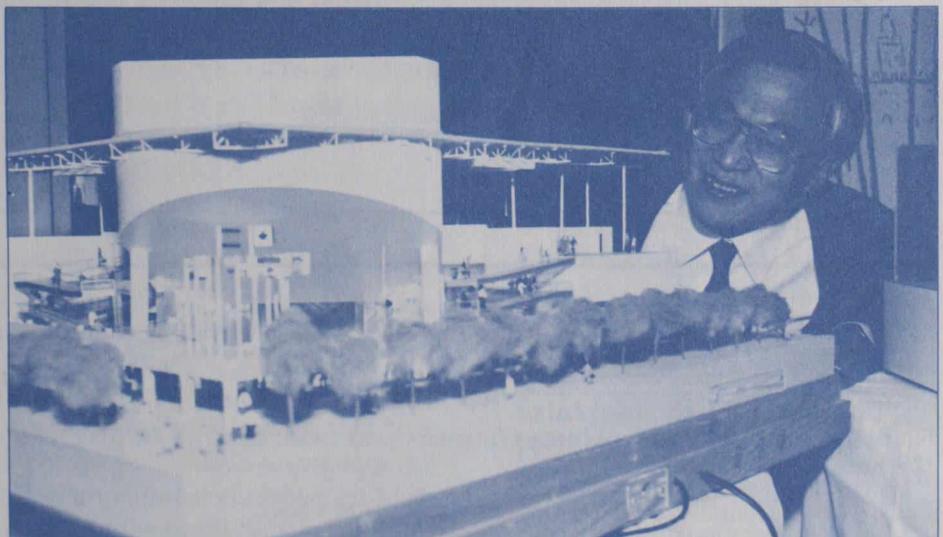
their organizations' experience at world fairs and the premiere of their film at the Canada Pavilion.

Canadian Zinc Industry representatives Roger Gibb, Reid

Bowlby, Hans Ruess and Stephen Wilkinson spoke at the launches on zinc's versatile nature and were able to field queries concerning this unique Canadian architectural endeavour.

A key element in communicating what the completed pavilion would be like was a 1:100th scale model of the building. The walls were lifted to reveal interior details of the structure. The model was a good visual element for print media photographers and TV cameras. Vancouver-based architect Bing Thom, who designed the pavilion, was able to figuratively walk people through it.

*Continued on page 5 — Stunning IMAX*



*Architect Bing Thom and his masterpiece.  
See Canada Pavilion Update Page 6*