

Canadian  
Participation  
EXPO '92  
Seville, Spain

December, 1991

## **HIRAM WALKER & SONS LTD., DISTILLERS OF CANADIAN CLUB® WHISKY SPONSORS CANADA PAVILION VIP LOUNGE AT EXPO'92**

Participation  
canadienne  
EXPO '92  
Seville, Espagne

The Canada Pavilion will provide a dynamic environment for corporate entertainment and networking. Through organized pavilion and site tours, events and receptions, corporate sponsors will be exposed to influential political and business leaders in the European community.

Participación  
canadiense  
EXPO '92  
Sevilla, España

As official sponsor and supplier, Hiram Walker & Sons Ltd., Distillers of Canadian Club® Whisky, will be associated with the VIP Lounge at the Canada Pavilion.

The Canada Pavilion VIP Lounge - which will be called the "Canadian Club" - is designed to create a relaxing and peaceful environment in which industry, government and business leaders from around the world can meet and network in a Canadian setting.

Commissioner General of the Canadian participation, Luc Lavoie, strongly believes that Hiram Walker & Sons Ltd., and Canadian Club® are naturals for the Canada Pavilion VIP Lounge. He is also very pleased about the pavilion's association with this world-class Canadian company in that he hopes the "Canadian Club" will be as successful and recognized as its sponsor.

One of Canada's best known exports, Canadian Club® was first distilled in 1858 in Walkerville, Ontario on the banks of the Detroit River. This distillery remains the world headquarters for Hiram Walker & Sons Limited and is the home-base for the production and distribution of three million cases of Canadian Club® to over 150 countries around the world. Canadian Club®, is part of Hiram Walker & Sons Ltd., one of the world's largest liquor groups. With sales of over three million cases a year, Canadian Club® is the world's best selling premium Canadian whisky.

The biggest ever universal exposition, Expo'92, will open April 20, 1992 and close October 12, 1992 in Seville, Spain. The Canada Pavilion will house an immense courtyard, an 500-seat IMAX theatre, an exhibit hall and a restaurant, arts and crafts boutique.

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