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USC TROJAN MARCHING BAND INFUSES 2005 WORLD'S FAIR WITH AMERICAN SPIRIT

TOKYO – Mar. 8, 2005 – The U.S. Pavilion today announced that the University of Southern California Trojan Marching Band would put on a special performance on USA Day on June 20th at the World's Fair, called the World Expo 2005, in Aichi, Japan.

The Trojan Marching Band has played an instrumental role in helping USC's college football team attain back-to-back National Championships in 2003 and 2004. The band will bring that same winning spirit to the World Expo and tour Japan for a total of ten days, with additional performances scheduled in Kyoto, Tokyo, and Hamamatsu. The USA Day performance is part of a series of entertainment events that the U.S. Pavilion will offer throughout the Expo.

The band has performed all across the globe, including three previous World's Fairs in Australia, Spain, and Portugal. For its performance in Japan, the band will play its school fight song, "Fight On," as well as its number "Tusk," which was composed in collaboration with Fleetwood Mac and quickly went platinum.

The Trojan Band also promises to bring some Hollywood-style star power to the World Expo. The Band has many silver screen credits to its name for appearances in such movies as "Grease II," "The Naked Gun," "The Last Boy Scout," and "Forrest Gump" and is also no stranger to the small screen. The band has guest-starred on two "Academy Awards" telecasts and made a special appearance with OutKast at the 2004 "Grammy Awards." The Trojan Band is also well known for its appearances at such special events as the Olympics, Super Bowls, and the World Cup.

"We are extremely excited to perform at the World Expo and tour Japan for the very first time," said Dr. Arthur C. Bartner, who has directed the USC Trojan Marching Band since 1970. "This is a wonderful opportunity to strut our stuff on the world stage. It is truly an honor to represent the United States and foster global understanding at such an important event as the World Expo."

Dr. Bartner notes that USC has had a strong presence in Asia for many years. Indeed, USC is the most international university in America and currently has more foreign students on campus than any other U.S. school, according to the Institute of International Education.

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“We are delighted to host the USC Trojan Marching Band on USA Day at the World Expo,” said Lisa Gable, U.S. Commissioner General to the World Expo 2005. “The U.S. is looking forward to sharing the culture and heritage of America with the rest of the world. This band is a shining example of American-style hope, vitality, and optimism, which is precisely the message we want to convey.”

A complete guide to the U.S. cultural events will be released in the coming weeks.

About the U.S. Pavilion World Expo 2005

The World Expo 2005 will be held in Aichi Prefecture, Japan, from Mar. 25 through Sept. 25, 2005. Business and political leaders from around the world will be among the estimated 15 million visitors to the Expo. Of the 122 country exhibits, the U.S. Pavilion is expected to be a major attraction that celebrates nature, progress and human achievement, with the Pavilion theme dedicated to "The Franklin Spirit." As the country's first diplomat and a Founding Father, Benjamin Franklin is the ideal personality to bring the story of U.S. innovation and achievement to life for those who visit the Expo.

On July 29, 2004, the U.S. Department of State signed a Memorandum of Agreement with Aichi-USA 2005 World Exposition, Inc. (Aichi USA 2005). Under the terms of the Memorandum, Aichi USA 2005 is raising all the funds necessary to create and manage the official U.S. Pavilion. Pavilion sponsors include leading American-based companies and organizations and several U.S. states. More information on the U.S. Pavilion can be found at www.uspavilion.com.

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