

PRESS RELEASE

**Canada Pavilion at Expo 2005 in Aichi, Japan welcomes one-millionth visitor**

May 30, 2005, Aichi, Japan - The Canada Pavilion at Expo 2005 is proud to announce that the one-millionth visitor has been welcomed to the popular pavilion. The early arrival of this milestone may be an indication that the Canada Pavilion will exceed its initial overall objective of 1.5 M visitors before the end of Expo 2005 on September 25<sup>th</sup>. This figure was based on 10 per cent of the total number of estimated visitors to the Expo site, which is 15 million.



The Canada Pavilion offered a special prize to its lucky number one million. Kenji Sakakibara's family of Kariya City in Aichi was welcomed warmly by the Commissioner General and the staff of the Canada Pavilion. Following a photo session in front of the giant maple leaf that adorns the building, they received VIP treatment, including a guided tour and access to the Manulife VIP lounge, as well as a generous gift basket filled with Canadian goods.

The Canada Pavilion has attracted lofty attention from both media and the public since Expo 2005 opened its doors on March 25<sup>th</sup>.

*"The team at the Canada Pavilion is delighted to see such a great response to our multi-media presentation as well as to our cultural program. Our hosting staff is particularly pleased to welcome such enthusiastic crowds each day," said Norman Moyer, Commissioner General for Canada at Expo 2005 Aichi.*

Since opening, the Canada Pavilion has attracted an average of nearly 15,000 visitors a day. This represents more than 18 per cent of the total number of visitors at Expo 2005. Built to accommodate a pulse of up to 210 visitors every eight minutes, the Canada Pavilion's busiest days thus far have been during Golden Week, with about 20,000 guests per day. Expo visitors keep the pavilion's staff extremely busy. Thirty-six hosting staff, selected from all regions of Canada, greet and interact with visitors every day in Japanese and in Canada's two official languages English and French. Each member has the opportunity to play the role of Teku-Jin, or technologically enhanced hosts, who take photos of Canada Pavilion guests with their webcams. These photos can be viewed at [www.expo2005canada.gc.ca](http://www.expo2005canada.gc.ca). Even the Royal Canadian Mounted Police who stand guard on ceremonial duty outside the pavilion stay occupied by posing for more than one thousand photos per day!

## **About the Canada Pavilion experience**

The Canada Pavilion presentation explores the theme of diversity through a multi-sensory experience of Canadian culture, environment and identity. Architecturally, the pavilion is a marvel of adaptability and innovation in design that illustrates Canada's commitment to sustainability and collaboration. From its cutting-edge communications technologies to the walls and flooring that house them, the Pavilion, a 1000-plus square meter structure, was designed and built by a Canada-wide consortium to be reused and to minimize site impact. Canada was the first country to confirm participation at this world exposition.

*For more information, please contact the Communications team at the Canada Pavilion at 0561 64 5788. Media can also contact us by e-mail at [info@expo2005canada.gc.ca](mailto:info@expo2005canada.gc.ca).*