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## MEDIA ADVISORY

### **Be the 3-Millionth Visitor to the Canada Pavilion and Win a Trip to See the Aurora Borealis**

The Canada Pavilion at Expo 2005 is proud to announce it will be welcoming its three-millionth visitor this week. This milestone is an important one, since it signifies that the Pavilion has officially doubled its initial overall objective of 1.5 M visitors before the end of Expo 2005 on September 25, a date that is still several weeks away.

The Canada Pavilion is preparing a very special welcome for its lucky number 3 million. In addition to being offered VIP treatment by the Commissioner General and Pavilion staff, he/she will receive an all-expenses trip for two to the Northwest Territories (NWT), courtesy of the Government of the NWT. NWT is world-renowned for its fantastic Aurora Borealis, or Northern Lights, which is one of the major symbols of Canada's participation in Expo 2005.

Halfway through Expo, the Canada Pavilion reached its initial overall objective of 1.5 M visitors for the six-month duration of Expo 2005, a figure that was based on 10 per cent of the total number of estimated visitors to the Expo site, which was 15 million.