

ILLINOIS COMMISSION * New York WORLD'S FAIR 1964 • 1965

Room 533 • 160 North La Salle Street
Chicago, Illinois 60601
Area Code 312 • 346-2000 • Ext. 897

June 24, 1965

To: Members of Illinois Commission -
New York World's Fair

From: James A. Cassin

Subject: Disneyland Ceremonies - July 18

Disneyland has scheduled the dedication of their "Great Moments with Mr. Lincoln" show for Sunday, July 18. It is our understanding that the dedication is part of continuing activities throughout the summer celebrating Disneyland's tenth anniversary.

After a great deal of discussion with the Division of Tourism of the Board of Economic Development, we have reached the conclusion that it would be to our advantage to tie-in with Disneyland's dedication ceremonies on July 18 and take advantage of the press that will be on hand that day. The alternative was to set a date of our own to dedicate the Illinois travel information booth at the Lincoln show and hope to attract press attention on our own. An additional consideration was the possibility that Illinois would have no identification in the July 18 press coverage of the Lincoln show.

Although the Illinois travel information booth will probably not be in full operation (the Disneyland design staff recently moved the location and, therefore, upset the original plans), we will certainly be able to pose photographs with Illinois posters, an Illinois information hostess, or visiting Illinois dignitaries.

Illinois World's Fair Commissioners are invited to participate in the July 18 activities along with members of the Division of Tourism, who will have the long-term responsibility for the information booth. World's Fair Commissioners are authorized by the minutes of March 9, 1965 to submit travel expenses for the trip to California, i.e., personal expenses--not those of wives or other members of the Commissioner's party.

Mr. Ver Lynn Sprague of the Division of Tourism, Board of Economic Development, will coordinate the activities in connection with Disneyland. Miss Virginia Marmaduke of the Illinois Pavilion staff will be responsible for press liaison at Disneyland.

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We will not attempt to organize a special tour group because of the comparatively small number of persons involved. However, Mr. Sprague can make reservations at the Disneyland Hotel, if requested. (His Chicago telephone number is FI 6-2000, extension 896.) From early indications it appears that most of the group will plan to arrive in California the Friday or Saturday preceding the July 18 dedication day. The Commission's Executive Committee has set the maximum travel expense allowance for three days and three nights in California. We ask that Commissioners, who can attend, keep the entire Sunday clear for a luncheon, or dinner, or reception that may be scheduled as a result of our participation.

So that we know how many to expect in the official party, we ask that you return the form below just as soon as possible. Please let me know if you have any questions about this matter.

Best regards.

JAC:imr

cc: Miss V. L. Marmaduke
Mr. Richard J. Newman
Mr. Ver Lynn Sprague

Mr. James A. Cassin
Illinois Commission - New York World's Fair
160 N. LaSalle Street
Chicago, Illinois 60601

_____ YES I will be able

_____ NO I will NOT be able

to take part in the dedication ceremonies at the Illinois travel information booth and "Great Moments with Mr. Lincoln" show at Disneyland on Sunday, July 18, 1965.

I will be accompanied by _____
I have made my own travel arrangements, but would appreciate reservations at the Disneyland Hotel for the nights of _____

Single _____ Double _____ Late Arrival _____

Name _____

Home Address _____