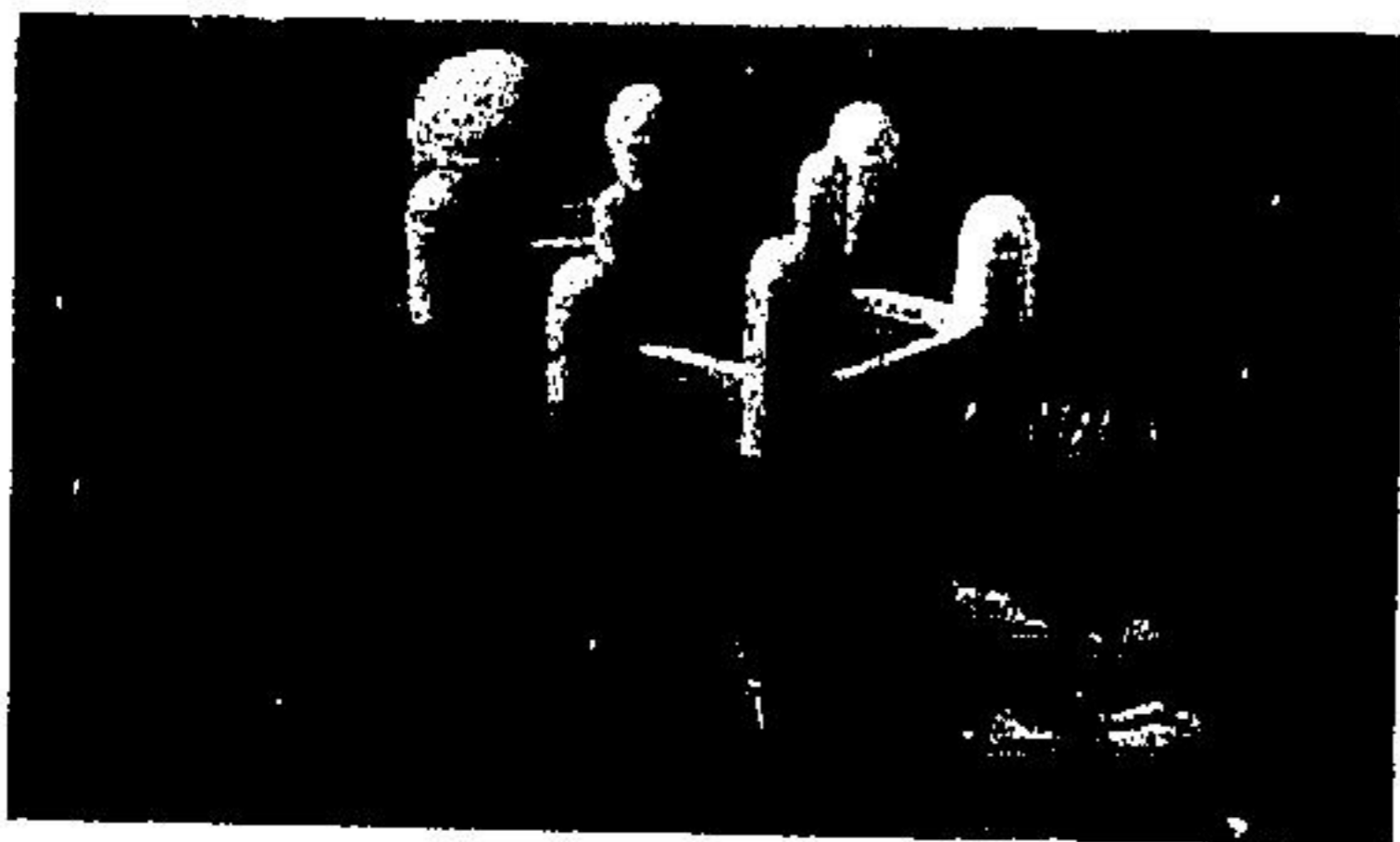


A Northern Ontario Pavillion at Ontario Place



Model of the Near North Now Exhibition.

Down on the Toronto Lakeshore these days, thousands of passing motorists are witnessing the construction of a new addition to Ontario Place.

This new structure is very modern and tied in with the style of architecture that has been adopted throughout the complex. It's situated on a prime piece of land at the western end of Ontario Place, the Ontario government's showplace on the Canadian National Exhibition waterfront.

This is the Northern Ontario Pavillion, a million-dollar construction project funded by the Ontario government and scheduled to open on August 13, 1980—coinciding with the opening of the Canadian National Exhibition.

The theme for the exhibit is 'Ontario North Now' and the objective is to depict the lifestyle of Northern Ontario in a way that will attract people to come North for holidays, vacations and for the transacting of business.

Visitors to the Northern Ontario Pavillion will find it situated on a very attractive lagoon setting a short distance from the main Ontario Place buildings. They will see a structure that consists of eight mini-pavillions and a 60-foot diameter geodesic-type dome. Each of these individual structures will depict a different aspect of life in Northern Ontario, including culture, industry, sports, recreation, natural resources, native people and wildlife.

All in all, it will be a sight and sound experience that will capture the beauty and excitement that is Northern Ontario today.

The Ontario government will pick up the costs of staff as well as the capital funding. The municipalities are simply being asked to provide only the material for exhibits to properly reflect the spirit and vitality of the North.

Some communities see in this project a unique opportunity to publicize their areas before an audience of millions who will visit Ontario Place every year. They feel that the cost of municipal participation is minimal, since the staffing and capital costs have already been assumed by the government. They feel that this is clearly a promotional opportunity that ought not be missed.

Mayor Aurele Gervais, president of the Association of District Municipalities, puts it all in perspective when he says, "The challenge is both ours and yours. If we are to be successful in this endeavor, we require your full support."

With the support that seems to be constantly mounting in the North, Northerners should be very proud of what they will see when they visit Ontario Place this summer. Given the wholehearted cooperation of the major municipalities in the North, the displays should indeed underline the feeling that "It's great to be a Northerner"

In the evening, during the Canadian National Exhibition, the exhibit will have added lustre because of a battery of eight powerful searchlights illuminating the skies, with a nightly presentation of "Northern Lights".

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