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THE NEW ORLEANS WORLD FAIR
TO CELEBRATE EUROPEAN DAY

The European Community's participation in the 1984 World's Fair will be highlighted Thursday, June 7, during "European Day" festivities at the New Orleans fairgrounds. Richard Burke, a member of the Commission of the European Communities in Brussels, will represent the Community at the day-long program of music, speeches and other activities.

Commissioner Burke will address fairgoers about the history, goals and accomplishments of the European Community, which unites the citizens of Belgium, Denmark, France, the Federal Republic of Germany, Greece, Ireland, Italy, Luxembourg, the Netherlands and the United Kingdom.

He will discuss the common market that eliminated trade barriers among E.C. member states, and the Community's efforts to help Europeans build better lives through its agricultural, energy, monetary and industrial policies.

"European Day" activities will include a tour of the Community's pavilion, which features an innovative audiovisual system, "Rondovision," that surrounds viewers with images of Europe. Using only one 360-degree projection device, it covers the whole perimeter area of a 52-foot-diameter rotunda -- a feat that was possible earlier only with the use of at least nine projectors. In keeping with the fair's theme -- "The World of Rivers: Fresh Water as a Source of Life" -- the audiovisual program also includes a film-and-slide show about the important European waterways and the role they have played in Europe's history and economic development.

The E.C. pavilion displays information about the Community's history and place in the world. Visitors also have the chance to test their knowledge of the Community by computer quiz machines.

Two of the E.C. member states, France and Italy, have individual pavilions that share a common facade with the Community exhibition.

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The Community has participated in World's Fairs since the 1958 event in Brussels. In North America, it exhibited in Seattle in 1962, Montreal in 1967 and Knoxville, Tenn., in 1982.

The Community welcomes the opportunity to participate in the fair in New Orleans, a city with strong ties to Europe.