

TRAVEL NEWS FROM NORWAY

LAND OF THE MIDNIGHT SUN

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FOR IMMEDIATE RELEASE

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NORWAY'S MIDNIGHT SUN REGION NOW EASIER TO EXPLORE

When the travel poster says "Land of the Midnight Sun", everybody knows it means Norway. Yet the percentage of visitors to Norway who actually see the Midnight Sun is pitifully small. The visitor's excuse used to be that getting to see the country's most widely advertised attraction entailed traveling at least 500 miles north of Oslo, and how many had the time? But that's no longer an excuse. The distance is unchanged, of course, but the time factor has been conquered. So whether you have 45 days or only one night to spare, you can and must see the Midnight Sun this year.

Seeing the Midnight Sun means, literally, watching a never-setting sun blazing above the horizon and brightening the sky with fantastic colors at an hour when your watch tells you there ought to be darkness. Several places in the world witness the same phenomenon. But Norway offers the best vantage points, ranging from Bodø to the North Cape and Spitsbergen, and adds the beauty of fjords and mountains, exotic settings, opportunities for good fishing, hunting and photographing and well-planned tours.

The 1,000 ft high rock at the North Cape is the favored viewing site. Europe's northernmost point, it looks out upon the Arctic Ocean towards the North Pole. Nearby, the colorful nomadic Lapps tend their reindeer. Up here, some 900 miles north of Oslo, the climate is still pleasant, and the sun is visible all night from May 12 to August 1.

The classic way to see the Midnight Sun is by luxury North Cape cruise, and the Norwegian America Line's new flagship, the Sagafjord, continues the tradition with a 45-day, 10-country cruise from New York on June 24 with rates starting at \$1450. Her sister ship, the Bergensfjord, offers something new in a 41-day Arctic Exploration Cruise on July 27 that includes Spitsbergen and the Arctic Ice Pack at a minimum rate of \$1150.

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Shorter North Cape cruises of 8 to 10 days, operated by the Bergen Line, sail from Bergen, Norway, at \$220. Economy coastal voyages also are available from Bergen to North Cape and back.

The quickest way to see the Midnight Sun is by air on a one-night Midnight Sun Excursion from Oslo to Bodø, where a Midnight Sun supper is served at the lodge atop Ronvik Mountain. Marvelous scenery unfolds in all directions during the two-and-a-half hour flight each way. The excursion costs \$95 and one night's sleep - but you gain the thrill of a lifetime.

If you can spare an extra day, the same trip becomes an Arctic Adventure Tour by continuing further north by air to Tromso, famed as the base for Arctic explorations. Here the sun never sets from May 19 to July 26. The two-day tour costs \$175, but it lets you sleep a little before embarking on more sightseeing.

If you'll allow yourself four days, the New North Cape Express Tour, which starts out from Tromso, will take you by boat to the North Cape, drive through colorful Lapp country by motorcoach and cross the fantastic Finnmark plateau by air. There are daily departures from Tromso, June 24 to August 15, and the price is \$106.

Tromso is also the starting point for two-week Arctic Hunting Expeditions and Polar Bear Safaris to Spitsbergen. Hunting parties are limited to four or five persons, and rates start at \$1390 for each of five, or you can have the whole ship, with its expert crew, to yourself for \$5895. Polar bear, arctic fox and seal are hunted.

To see the Midnight Sun, of course, you've got to get to Bergen or Oslo first. Scandinavian Airlines System has direct jet services to both cities from the U.S. and the Norwegian America Line serves those cities with its luxury liners.

Literature on Norway is available from the Scandinavian National Travel Offices, Scandinavia House, 505 Fifth Ave, New York NY 10017 or from 612 S Flower St, Los Angeles Calif 90017.

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THREE WORLD PREMIERES AT THE BERGEN FESTIVAL 1966

"BERGEN IS A BARGAIN THIS YEAR!"

Three world premieres will highlight the 14th Bergen International Festival of Music, Drama and Folklore to be held in Norway from May 26 to June 12. A new drama by Aslaug Vaa, entitled "The Honey Bird and the Leopard", based on an African legend, will be presented for the first time at the National Theatre with Earle Hyman in the leading role. Edvard Munch's life and art is the inspiration of a scenic poem entitled "Towards the Sun", which will be presented by the Norwegian Ballet Company with Edith Roger and Barthold Halle as coreographers. Finally, Geirr Tveitt's new opera buffa will be presented for the first time, based on Holberg's famous "Jeppe", enacted with Bergen Symphony Orchestra, which is at present engaged on a concert tour of the U.S.A.

Among the soloists are Van Cliburn of USA, Ravi Shankar of India and Zino Francescatti of France. The Polish Symphony Orchestra and the Berlin Radio Symphony Orchestra will give concerts, and there will be chamber music by the Boyd Neel Chamber Orchestra of Canada - altogether nearly 70 different arrangements during the festival.

Bergen's famous Haakon's Hall, built by King Haakon Haakonsson in 1250 will be the venue for matinee concerts. Grieg's home at Trollhaugen will feature daily recitals, and the colorful "Fana Folklore" excursion with folk music and folk dancing will again be available to all visitors.

The detailed program for the 1966 festival is now available in a new folder from Scandinavian National Travel Offices, 505 Fifth Avenue, New York NY 10017 or from 612 S Flower St, Los Angeles Calif 90017. Whether you sail from New York to Bergen direct by the Norwegian America Line or you fly from New York to Bergen direct by Scandinavian Airlines System, it is evident that "Bergen is a bargain" this year!



NORWAY - NATURE'S WONDERLAND

Fantastic views of Norway's Fjord Country are seen from the very top of the famous Pulpit Rock in the Lyse fjord near Stavanger.

[PHOTO from NORWEGIAN NATIONAL TRAVEL OFFICE]