



Bwrdd Croeso Cymru Wales Tourist Board

Tŷ Croeso Stryd Fawr Llandaf Caerdydd CF5 2YZ
Teleffon 0222/566133-7 Telex 497269
Welcome House High Street Llandaff Cardiff CF5 2YZ
Telephone 0222/566133-7 Telex 497269

Cyfeirnod
Reference

AWJ/SF

Dyddiad
Date

10 August, 1972

Mr. Jack Meadows,
Secretary,
The Welsh National Gymanfa
Ganu Association,
lvd.,
Youngstown,
OHIO 44512.

Dear Mr. Meadows,

You will know from the reports being sent to you from Mr. & Mrs. Lloyd Roberts that arrangements for the 1974 Gymanfa at Swansea are coming along extremely well. An outline programme has been agreed, main venues have been decided upon, accommodation has been reserved, transport has been booked, the committee and officials appointed, preliminary costs worked out, and package deals worked out covering the Gymanfa weekend itself as well as an optional six extra days which would allow visits to the National Eisteddfod in Carmarthen, sightseeing excursions, etc.

The Wales Tourist Board, and its South Wales Tourism Council are working very closely with the Committee to make the 1974 Gymanfa at least as memorable as that which was held in Cardiff in 1969. In particular we wish to get the event publicised as widely and as effectively as possible.

With this in mind, we have asked Mr. D.J. Evans, one of the leading members of the Swansea Sponsoring Committee, and Chairman of our South Wales Tourism Council, to pay a visit to the Chicago Gymanfa in order to generate as much enthusiasm as possible among delegates, and provide information on what is planned for 1974. Mr. Evans readily accepted this invitation, and I am now writing to you to ask for the assistance of the N.G.G.A. in making his trip as successful as possible. We have been in contact with our colleagues at the British Tourist Authority regarding Mr. Evans' visit and they have agreed to assist financially.

The specific help which we require is as follows:

1. That Mr. & Mrs. Evans be allowed to register as full delegates to the Chicago Gymanfa, and that accommodation be reserved for them, if possible at the Gymanfa headquarters hotel from the night of Tuesday August 29, until his departure on Monday September 4. Mr. Evans will have sufficient funds in international travellers' cheques to settle his hotel account etc., before leaving Chicago.

contd..2/..

2. That Mr. Evans should be allowed to speak to the Board of Trustees of the N.G.G.A., giving details of what is planned for the 1974 event, and seeking their comments, if necessary, on what is already planned.
3. That Mr. Evans should be given an opportunity of addressing a full Gymanfa session, in order to invite delegates to Swansea and tell them very briefly what is planned for them.
4. That a desk or booth be made available for Mr. Evans near the Gymanfa registration point where he can provide information about the 1974 Gymanfa. He will be well supplied with posters, signs and will also have with him 3,000 copies of a special colour brochure inviting people to Swansea in '74, which we are preparing at present. We have also written to the British Tourist Authority asking them whether they can send someone along to assist Mr. Evans in distributing literature etc.

I would be grateful if you could let me know as soon as possible your reaction to the above requests.

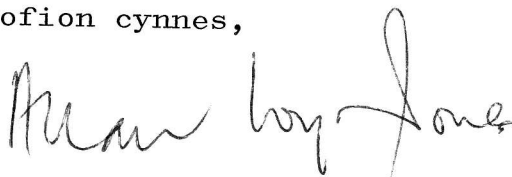
Now a few words about Mr. D.J. Evans in order that you should know at least something about him before his arrival. A native of Carmarthenshire, he is at present Headmaster of a school in the town of Carmarthen itself. He is very active in local community life, and has been prominent in tourism since the 1960's when he became a member of the former voluntary Wales Tourist Board Limited. One of his great interests is drama and he is one of the main inspirations behind regular performances of 'Under Milk Wood' in Laugharne, where Dylan Thomas lived for many years. He has visited North America before and travelled extensively there on a scholarship. He is thoroughly bi-lingual and an excellent public speaker.

I realise that we are asking quite a lot of you at a fairly late stage, but I hope you can accommodate our requests. If your reply is positive, and I feel sure it will be, could you send by airmail, any documents you can regarding the Chicago Gymanfas. In fact, we have no information at present on where the Gymanfa headquarters will be.

In retrospect, it is possible that you may have heard of the possible visit of Mr. D.J. Evans from Mr. Emlyn Lloyd of Detroit, I understand that Mr. Howell wrote to him informally some days ago indicating what we had in mind. However, as you are the N.G.G.A. official directly concerned, I am now putting the above requests officially to you.

I look forward to hearing from you.

Cofion cynnes,



ALLAN WYNNE JONES
Marketing Director