



The Seymore D' Fair Foundation, Inc.

Seymore D' Fair

fact sheet

Who is Seymore D' Fair?

Seymore D' Fair (a.k.a. Seymour D. Fair) is a funny cartoon & costume character who was the official mascot of the 1984 Louisiana World Exposition. His witty name is derived from the N'Awlins "Yat" phrase "See more of the fair". A cartoon character creation by Robert Whitney¹ and Gary Goddard², celebrated theme park and Walt Disney costume designer, Seymore is not your ordinary cartoon and mascot character. He has the unique distinction of being the "World's 1st-Ever" character mascot in the history of Bureau International des Expositions (BIE) World's Fairs & Expositions (circa 1851).

A Worldly Pelican!

From Los Angeles to New York to Paris and London, Seymore performed on the world stage promoting the New Orleans World's Fair. Back home in the Big Easy he and his best friend Pepe' la Gator entertained over 7,000,000+ visitors bringing smiles and laughter to all who experienced their magnanimous personalities.

Seymore had many notable moments during his reign including promotional tours throughout the US and even in Europe. Once while in France, Seymore was escorted out of the Louvre for being too 'spectacular'. During the 1984 Republican National Convention, he made a big splash rubbing feathers on stage with the likes of George H. W. Bush, Vice-President of the United States. Back in Washington DC, Seymore hung out with Billy Joel at the White House entertaining wives of Russian Diplomats.

Performing in 10's of 100's of live appearances, programs, and television shows, Seymore even appeared on Saturday Night Live ... filmed guarding an entrance to the White House with Secret Service Agents!



Local, National, & International Recognition

Seymore's magical and whimsical personality contributed greatly to him becoming the most recognizable World's Fair mascot in the modern age of International Expositions and World's Fairs. As a result, he has garnered numerous honors and special recognition on a local, state, national, and international level.

Seymore's exemplary contributions to Louisiana and World Expositions earned him an exhibition & induction into the Louisiana State Museum, the Smithsonian Institute – National Museum of American History as well as being appointed "Goodwill Ambassador" for the State of Louisiana.

In 2018, Seymore will be inducted into the World Expo Museum, the first Museum dedicated to World Expo's located in Shanghai China.

How can I get more information?

Telephone: 1-225-435-9819

Online: www.seymoresfoundation.org



¹ Robert Whitney – 1984 Louisiana World Exposition & Winter Olympic Art Director

² Gary Goddard – Gary Goddard Productions, Inc.