

VIAD CORP  
Form 8-K  
March 05, 2004

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**UNITED STATES  
SECURITIES AND EXCHANGE COMMISSION**

**Washington, DC 20549**

**FORM 8-K**

**CURRENT REPORT**

**PURSUANT TO SECTION 13 OR 15 (d)  
OF THE SECURITIES EXCHANGE ACT OF 1934**

**March 4, 2004**

**Date of Report (Date of earliest event reported)**

**VIAD CORP**

**(Exact name of registrant as specified in its charter)**

**DELAWARE**

**(State or other jurisdiction of  
incorporation or organization)**

**001-11015**

**(Commission  
file number)**

**36-1169950**

**(I.R.S. Employer  
Identification No.)**

**1850 N. CENTRAL AVE., PHOENIX, ARIZONA**

**(Address of principal executive offices)**

**85077**

**(Zip Code)**

**Registrant's telephone number, including area code (602) 207-4000**

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SIGNATURES

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