



**A Message From
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Last week at the **Walt Disney World® Resort** was an exciting time as we hosted hundreds of media outlets from around the world to showcase our "Year of a Million Dreams" celebration. As part of the week's events, Meg Crofton, president of **Walt Disney World Resort**, hosted the fourth Community Partners Gathering to share the excitement and her vision for 2007. She also announced several new initiatives that focus on business, community and compassion. We hope you enjoy this special edition of *MouseMail* that highlight the week.

Warm regards,

www.wdwpubaffairs.com

♥ Meg Crofton Hosts 2007 Community Partner Gathering

Meg Crofton, **Walt Disney World Resort** president, hosted a gathering last week for more than 100 Central Florida community leaders to share Disney's plans for 2007 and beyond. She shared her vision for growth at **Walt Disney World**, the company's focus on the community, and the opportunity to continue to build thriving business partnerships. She also discussed new rides and attractions that are opening during the "Year of a Million Dreams" celebration. During her remarks Crofton said, "You have my commitment that Disney will continue, and even expand, its role in our community and do everything we can to make sure Central Florida's dreams keep coming true." [Click here](#) to hear Meg's remarks, and [click here](#) to view photos of the Community Partners Gathering. For more about the "Year of a Million Dreams," [click here](#) to view a brief video.



♥ Jay Rasulo Details Annie Leibovitz Celebrity Campaign

Annie Leibovitz, a world-renowned photographer, has now partnered with Disney Parks on a celebrity photo campaign to capture the essence of the magic of Disney. Jay Rasulo, chairman of Walt Disney Parks and Resorts, underscored the partnership by saying, "We wanted to find a way to creatively express this sort of transformational experience in a visual style. And so, in our continuing pursuit of excellence and our strong desire to continue to lead the field, we hired the best." Leibovitz photographed Grammy award-winning singer, songwriter and actress, Beyonce Knowles, the world's most celebrated soccer star, David Beckham, and *Esquire* magazine's sexiest woman alive, Scarlett Johansson, to create "Dreams" images featuring these celebrities playing the roles of fabled Disney Characters. [Click here](#) to see larger images.



♥ Al Weiss Announces Dream Job Alliance with Careerbuilder.com

Walt Disney Parks & Resorts and Careerbuilder.com announced plans to search for someone to live out a Disney Parks "dream job" for a day. Al Weiss, president of Walt Disney World Parks & Resorts Worldwide, partnered with Richard Castellini, vice president of consumer marketing for CareerBuilder.com, to share the results of a national consumer employment survey that reveals nearly four out of five U.S. workers are not currently in their dream job. **Walt Disney World** Resort in Florida is America's largest single-site employer with nearly 60,000 Cast Members and more than 3,000 different job classifications. To see larger images, [click here](#).



♥ New Disney Web Site Focuses on Community Involvement

The **Walt Disney World** Resort launched a new Web site aimed at engaging the community in all aspects of the company's public affairs efforts. The **Walt Disney World** Public Affairs website (www.wdwpubaffairs.com) is a new, innovative way for the Central Florida community to better understand how to partner with the company. As the official on-line resource for Public Affairs, the interactive site provides up to date information on community events, Cast achievements, conservation efforts, general facts and information regarding **Walt Disney World** and more. "This site is the latest step in our continued efforts to be a strong community partner," said Jerry Montgomery, senior vice president of public affairs. "It is the clearinghouse of information on how we interact with our community and how the community can get involved with us to make a difference in Central Florida."



♥ Extreme Makeover Star Dedicates New Disney Wish Lounge

Michael Moloney, star of ABC's *Extreme Makeover: Home Edition*, and two wish-granting Disney Characters, crowned a local wish child "Princess for a Day" as part of the dedication ceremony of the Disney Wish Lounge at the **Magic Kingdom**. The Disney Wish Lounge is a place of respite created for children with life-threatening medical conditions who are part of the Disney Wish Program. "We're happy to help make children's dreams come true every day through the Disney Wish Program," Meg Crofton said. The Walt Disney Company fulfills more than 5,000 wishes annually. [Click here](#) to view a brief video, and [click here](#) to view larger images.



♥ Alliance with Jostens® Brings New Sports Center

The Walt Disney Company and Jostens have announced a long-term relationship to help Disney Guests recognize athletic achievements at **Disney's Wide World of Sports®**. Jostens will become the title sponsor of a new state-of-the-art, multi-sport, 70,000+ square-foot facility at **Disney's Wide World of Sports** complex, scheduled to open in the fall of 2008. This expansive facility will have room for 12 volleyball courts or six basketball games at the same time, plus much more. "As we mark the 10th anniversary of Disney's Wide World of Sports complex this year, we are developing plans for the next 10 years to extend the Disney Wide World of Sports experience to a broader range of athletes, coaches and Guests," said Reggie Williams, vice president of Disney Sports Attractions. "This new relationship with Jostens is a monumental first step in those plans to provide an even more expansive and high-quality athletic environment for amateur and professional athletes worldwide to train and compete at the highest levels."



♥ Press Event Drives Global Coverage of Central Florida

Hundreds of national and international media from Japan, Canada, United Kingdom, South America, the Caribbean and beyond visited Central Florida last week as **Walt Disney World** Resort shared its plans for 2007. Edgar Ibarra, editor-in-chief of *Turistampa Magazine Mexico* showed his enthusiasm, "Disney's international press events are not only flawless and fun, but they focus on what tourism is really all about: An experience that requires your five senses and tires your body and remains in your heart forever." These journalists participated in welcome receptions, information sessions and behind-the-scenes tours as part of Disney's "Year of a Million Dreams" celebration. [Click here](#) to see a larger image.



♥ New Mediterranean Itinerary on Horizon at Disney Cruise Line

For the first time, Disney Cruise Line is adding the Mediterranean to its summer 2007 itinerary. The *Disney Magic* will be repositioned to the Port of Barcelona, Spain, offering 10-night and 11-night Mediterranean cruise vacations to Europe. Eight European ports-of-call provide gateways to familiar cities such as Florence, Rome, Pisa and Cannes. These new Mediterranean itineraries present a hassle-free way to experience the culture of Europe combined with a fun Disney cruise. Ports of call include: Barcelona, Spain; Palermo, Sicily; Naples, Italy; Olbia, Sardinia; Ivitavecchia, Italy; La Spezia, Italy; Marseille, France and Villefranche, France. [Click here](#) to view a brief video. [Click here](#) to see a larger image.



♥ Military Family Wins Night at Cinderella Suite

For decades, **Walt Disney World** Guests have dreamed of spending a night in *Cinderella Castle*. The dream became a reality for a lucky family from Little Rock, AR, during "The Year of a Million Dreams." Brian Davis, who is a soldier serving in Iraq, his wife Angie and children, Jessica Rhodes, 16, Dallas, 11, Katlyn, 10, and Brian, 8, were selected as winners of the *Good Morning America* Royal Treatment contest. While Brian was on military leave, he and his family enjoyed six days at **Walt Disney World** Resort including a night-stay at the *Cinderella Castle* Suite. The dream vacation



included a full day at the **Magic Kingdom**[®], dinner at *Cinderella's Royal Table*, and fireworks viewing from the luxury suite. Families visiting **Walt Disney World** Resort will continue to have the opportunity to be randomly selected to stay at the *Cinderella Castle* Suite every day during this "Year of a Million Dreams." [Click here](#) to watch a video link of the *Cinderella Castle* Suite. [Click here](#) to see more images.

♥ Global Press Event Showcases New Rides and Shows

During the "Year of a Million Dreams," Disney Imagineers continue to provide Guests with immersive entertainment that only Disney can do. *The Seas with Nemo & Friends* at **Epcot**[®], and *Finding Nemo: The Musical* at **Disney's Animal Kingdom**[®] both debuted earlier this month, while the interactive *Monsters, Inc. Laugh Floor Comedy Club* at the **Magic Kingdom** will be debuting this spring. The "Year of a Million Dreams" will continue to bring a whole new level of customization & personalization to Disney Guests. To watch interviews about the making of *Finding Nemo: The Musical*, [click here](#). To learn more about interactive attractions at *The Seas* at **Epcot**, [click here](#). [Click here](#) to see more images.



♥ Disney Cruise Line to Set Sail to West Coast Again

Disney Cruise Line announced the *Disney Magic* cruise ship will return to the West Coast for the summer of 2008 to again offer its popular seven-night Mexican Riviera sailings. Disney Cruise Line developed this special itinerary in response to overwhelmingly positive feedback about its original 2005 West Coast sailings and requests from Guests who want to see the ship once again departing from the Port of Los Angeles. Beginning May 25, 2008, the *Disney Magic* is scheduled to sail 12 consecutive seven-night cruise vacations from the Port of Los Angeles to the Mexican



Riviera ports of Cabo San Lucas, Mazatlán and Puerto Vallarta as well as two 15-night repositioning cruises through the Panama Canal. [Click here](#) to view highlights of the West Coast itinerary.

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MouseMail is a periodic news brief for Central Florida business, community and government leaders, produced by Walt Disney World Co.