

DISNEY PARKS, EXPERIENCES AND PRODUCTS



**Disney Parks,
Experiences and Products**

CONTACT US:

Disney Parks
818.560.6226
dpep.disney.com

Disney Parks
Disney.Parks.News@disney.com

Consumer Products, Games and Publishing
Disney.Products.News@disney.com



Disney Parks, Experiences and Products brings the magic of The Walt Disney Company's powerful brands and franchises — including Disney, Pixar, Marvel, *Star Wars*, ESPN, Twentieth Century Studios and National Geographic — into the daily lives of families and fans around the world to create magical memories that last a lifetime.

When Walt Disney opened Disneyland in Anaheim, California, on July 17, 1955, he created a unique destination built around storytelling and immersive experiences, ushering in a new era of family entertainment. More than 60 years later, Disney has grown into one of the world's leading providers of family travel and leisure experiences, with iconic businesses including six resort destinations with 12 theme parks and 53 resorts in the United States, Europe and Asia with more than 170,000 cast members; a top-rated cruise line with four ships and plans for three more to be completed in 2021, 2022 and 2023; a luxurious family beach resort in Hawaii; a popular vacation ownership program; and an award-winning guided family adventure business.

Disney Imagineers are the creative force behind Disney theme parks, resort hotels and cruise ships globally.

Disney Consumer Products, Games and Publishing includes the world's leading licensing business; one of the world's largest children's publishing brands; one of the world's largest licensors of games across platforms; more than 300 Disney store locations around the world; and the shopDisney e-commerce platform.

EXCITING NEW DEVELOPMENTS



Every Disney experience shares a commitment to excellence in quality, storytelling and guest service that has been a hallmark for our organization since the beginning, and we continue that commitment as we expand our business around the world. Walt Disney once said, "Disneyland will never be completed. It will continue to grow as long as there is imagination left in the world." Building on that spirit, Disney has a multitude of exciting new travel and leisure experiences that have recently opened or are now underway around the world.

Star Wars: Galaxy's Edge opened at Disneyland Resort on May 31, 2019 and at Walt Disney World Resort on August 29, 2019. These lands represent our largest single-themed land expansions ever, and transport guests to a jaw-dropping new world with immersive experiences.

At **Disneyland Resort**, Avengers Campus is coming soon to Disney California Adventure, as Pixar Pier brings the thrilling Incredicoaster and four whimsical neighborhoods featuring favorite Pixar pals.

As **Walt Disney World Resort** approaches its 50th anniversary, numerous projects are underway including the multi-year transformation of EPCOT, adding new attractions like Remy's Ratatouille Adventure, Guardians of the Galaxy: Cosmic Rewind and new restaurant Space 220. Other upcoming experiences at the resort include TRON Lightcycle / RUN, coming to Magic Kingdom Park.

Tokyo Disney Resort will open a new *Beauty and the Beast*-inspired area and *Big Hero 6*-themed attraction. At Tokyo DisneySea, an eighth themed port will open in 2022 featuring the worlds of *Frozen*, *Tangled* and *Peter Pan* as well as a new deluxe hotel.

Disneyland Paris guests will soon be able to experience Disney's Hotel New York - The Art of Marvel, celebrating Marvel storytelling with a contemporary Art Deco style. At Walt Disney Studios Park, upcoming new experiences include Avengers Campus, which will immerse guests in action-packed adventures and a new area themed to *Frozen*.

Hong Kong Disneyland Resort announced the approval of a multi-year expansion plan including a transformation of the castle, new entertainment and attractions. Guests will be able to experience the world of *Frozen* like never before, in a new immersive area featuring two exciting attractions. The resort also recently opened the latest Marvel-themed attraction, *Ant-Man and The Wasp: Nano Battle!*

Shanghai Disney Resort has announced its second expansion, which will bring the world of *Zootopia* to life, with a brand-new attraction, entertainment, merchandise and food and beverage offerings.

Disney Cruise Line will nearly double the size of its fleet, with three new ships arriving through 2023, beginning with the *Disney Wish* in 2021. The *Disney Wonder* also recently received enhancements, including a New Orleans-themed lounge and redesigned spaces for teens and adults.

CONSUMER PRODUCTS, GAMES AND PUBLISHING

With retail locations around the world and the shopDisney e-commerce platform, our business brings the magic of The Walt Disney Company's brands and franchises into the daily lives of families and fans around the world through products and experiences across more than 100 retail categories from toys and t-shirts to apps, books, video games, and more.

- Following the CDC's recommendation to wear cloth face coverings in public settings, Disney introduced non-medical, reusable cloth face masks featuring favorite Disney, Pixar, Marvel and *Star Wars* characters in the U.S. and Europe. Disney is donating one million cloth face masks in the U.S. and 100,000 cloth face coverings in Europe for children and families in underserved and vulnerable communities. Disney reached its goal of raising \$1 million in profits from the sales of cloth face masks in the U.S., which has been donated to Medshare, a humanitarian aid organization to support the medical community's ongoing efforts to provide lifesaving care to those in need. Disney is also donating 100% of the proceeds from its Europe sales, up to €560,000/£500,000, to Red Cross organizations across Europe, to support people in crisis.



- In July 2020, Disney kicked off Mickey & Friends: Stay True, a global campaign inspired by the Sensational Six – Mickey Mouse, Minnie Mouse, Donald Duck, Daisy Duck, Goofy and Pluto – and their iconic friendship that has spanned over several decades. Leading up to International Friendship Day, fans across the globe were invited to ‘shout out’ their friends and thank them for “staying true” through social media challenges, free digital activations and more, using #MickeyFriendsStayTrue. Actress and producer, Yara Shahidi, international supermodel, Gigi Hadid and award-winning artist and activist, Chance the Rapper helped kick off the campaign with posts celebrating their best friends. In celebration of the campaign, new products were made available for all ages at retailers all over the world. The campaign will continue throughout the year, including celebrating Friendsgiving in November.
- In July 2020, Target and Lucasfilm announced a program that brings all new products inspired by *Star Wars: Galaxy’s Edge*, the popular *Star Wars*-themed land at Disneyland Resort and Walt Disney World Resort, exclusively to Target and Target.com. The Trading Outpost collection will be available in stores and online with toys, collectibles, fashion items, books, and more, all expanding on the stories and excitement of *Star Wars: Galaxy’s Edge*.
- Disney Publishing Worldwide and *New York Times* bestselling author Melissa de la Cruz announced a collaboration to focus on original storytelling and debut diverse voices, with the goal of further developing these stories across multiple platforms for a global audience.
- In recognition of Pride Month 2020 and the Rainbow Disney Collection, Disney made donations to various LGBTQ+ organizations in the U.S. and Europe. The collection, featuring ear headbands, t-shirts, plush, accessories, and more, was made available on shopDisney.com in North America and Europe, as well as in the World of Disney Store at Walt Disney World Resort.



EMPLOYMENT EXPERIENCE

Through resources and benefits, recognition and exclusive activities, we’re committed to creating a culture in which each cast member, crew member, Imagineer and employee has access to tools and opportunities that help them live well, realize their goals and experience the magic for themselves. Dozens of resources, recognitions and programs available for our cast members include:

- **Disney Aspire:** Launched in 2018, this groundbreaking program is designed to help eligible employees put their career dreams within reach. With 100% of tuition and books covered by Disney, the program offers participants the opportunity to study numerous subjects, with individual coaching throughout their journey.
- **The Walt Disney Legacy Award:** Inspired by Walt Disney’s example, The Walt Disney Legacy Award is a global acknowledgement of cast members who put forth their very best efforts for guests and fellow employees. Nominated and selected by their teams, recipients are honored for their work dreaming, creating and inspiring others across Disney Parks, Experiences and Products.
- **Exclusive Cast Activities:** Across Disney Parks, Experiences and Products, cast members and employees are invited to participate in special activities and events that build a sense of community in the fun and magical way that only Disney can. From **annual canoe races** and **after-hours scavenger hunt events** to **International Yoga Day** sessions and **5K fun runs** there are so many ways for cast members to get involved and have fun together.

CITIZENSHIP

Through philanthropic and community engagement efforts, we harness the power of Disney stories to bring families and friends together. Our programs make wishes come true for children fighting critical illnesses, promote youth development and encourage families and fans to join us in creating a brighter world.

- As the world's largest wish granter, we have worked with **Make-A-Wish** since 1980, granting over 140,000 wishes. From shopping sprees to magical moments with characters, these wishes span across our parks, resorts, cruise ships and Disney stores.
- To celebrate the importance of family volunteerism, the **Disney Family Volunteering Reward Program** recognizes the efforts of schools and nonprofits that organize volunteer projects. Created with Points of Light, the world's largest volunteer service organization, the program has rewarded more than 900,000 volunteers and 10,000 nonprofits and schools for contributing over 4 million hours of volunteer service since January 2018.
- Through various programs, **Disney Publishing Worldwide** has donated over 80 million books to First Book, a nonprofit organization serving kids in need, fostering a love of reading and inspiring children's curiosity since 2000.

Every year, we continue Walt Disney's commitment to philanthropy and outreach through these efforts and more, including cause marketing initiatives and one-of-a-kind programs like **Share Your Ears, Connect to Protect** and holiday toy drives. Through charitable contributions, product donations, collaborations with local organizations and cast member volunteerism, we are proud to help enrich the global communities where we live, work and play.

THE ENVIRONMENT

We continuously look for ways to responsibly operate our business around the world, protect our planet and conserve natural resources. We strive to protect our planet through science, leadership and educating the millions of guests who visit our destination each year, inspiring children around the world to become environmental stewards.

- In 2019, we **eliminated single-use plastic straws and stirrers** across The Walt Disney Company, amounting to a reduction of more than 200 million straws and stirrers annually. We have also eliminated foam cups, implemented reusable shopping bags and are transitioning to refillable in-room amenities in our hotels and on our cruise ships.
- Since 1995, the **Disney Conservation Fund** has directed \$100 million to protect more than 1,000 species around the world, and has helped provide 18 million nature experiences to kids and families around the world.
- In 2019, we **reduced our net greenhouse gas emissions** by 47 percent from 2012 levels and diverted 57 percent of operational waste from landfills and incineration, making significant progress on our greenhouse gas emissions and waste goals.

