

## A Bi-Coastal Salute to the American Military

### **Walt Disney World Resort, Disneyland Resort Salute U.S. Military With Complimentary Admission to Theme Parks**

LAKE BUENA VISTA, Fla. (Dec. 6, 2001) – To honor American men and women fighting for freedom, the Walt Disney World Resort and the Disneyland Resort today announced an unprecedented program that allows active U.S. military personnel complimentary admission into Disney’s U.S. theme parks, as well as ticket discounts for family members and friends.

“Disney’s Armed Forces Salute” will be offered Jan. 1, 2002, to April 30, 2002, by both Disney vacation kingdoms in the United States – the Walt Disney World Resort in Florida and the Disneyland Resort in California. Active U.S. military personnel, with proper U.S. military identification, are eligible, including active members of the United States Coast Guard and activated members of the National Guard or Reservists.

“We think this is a great way to honor not only the nearly 1.5 million men and women in our active military, but the millions of family members and loved ones who support them,” said Paul Pressler, chairman of Walt Disney Parks and Resorts.

#### **At the Walt Disney World Resort:**

- Each active member of the U.S. military may obtain one complimentary seven-day ticket during the offer period, Jan. 1, 2002, to April 30, 2002. This ticket, specially created for “Disney’s Armed Forces Salute,” will be valid for admission into the four Walt Disney World theme parks, Disney water parks, Pleasure Island and more for seven days from the date issued.
- U.S. active military personnel are also eligible for discounts at select Disney resorts, starting with a \$49 per night rate (plus tax) at Disney’s All-Star Resorts, available most nights from Jan. 1, 2002-April 30, 2002. The number of rooms available at this rate is limited and minimum length of stay requirements will apply to Friday and Saturday arrivals. Additional charges apply if there are more than two adults per room.

For more information on “Disney’s Armed Forces Salute” at the Walt Disney World Resort, or to make reservations, military personnel may call 407/939-7424. Information is also available at base ticket offices.

#### **Aboard Disney Cruise Line:**

*Disney Cruise Line* is also extending special rates to active military personnel on all of its tropical cruise itineraries, as well as its land/sea packages, for most sailings from January 2002 through May 2002. The number of staterooms available at these special rates is limited.

Seven-night cruise vacations feature entertainment, special programming, unique dining experiences and exotic ports of call. Three- and four-night voyages sail to the Bahamas, and every *Disney Cruise Line* itinerary includes a day-long stop at Disney’s private island, *Castaway Cay*. For more information or to book a *Disney Cruise Line* vacation, military personnel can visit their travel agent, [www.disneycruise.com](http://www.disneycruise.com) or call *Disney Cruise Line* at 888/325-2500.

### **At the Disneyland Resort:**

- During the offer period, Jan. 1, 2002, to April 30, 2002, each active member of the U.S. military may purchase at a 50 percent discount tickets to the Disneyland Resort theme parks for up to five friends and family members. Additionally, the active member of the military accompanying the party will receive the same ticket complimentary.

For more information on “Disney’s Armed Forces Salute” at the Disneyland Resort, guests may call 714/781-4565 or visit [disneyland.com](http://disneyland.com). (see page 3 for offer details)

“Disney’s Armed Forces Salute” is part of the ongoing commitment by The Walt Disney Company to support United States troops at home and abroad.

The scope of Disney’s efforts include several initiatives and various company affiliates, including ABC, Inc., ESPN, Disney Channel, Disney Consumer Products and The Walt Disney Studios. The Walt Disney Company recently became a *USO World Sponsor*, supporting outreach and marketing efforts on behalf of the USO and its programs.

Among the initiatives associated with this effort: Disney talent will visit U.S. troops abroad in January, and the company has produced and featured a series of public service announcements focusing on how people can get involved in the war effort. In addition, Disney has donated several thousand videos through the USO to military bases, and will provide a combination of first-run movies and library classics for the troops. Disney’s radio properties are also providing support to the U.S. troops by partnering with the Voice of America and the Army Broadcasting Service to provide the two agencies with recorded holiday messages that will be heard by U.S. troops stationed around the world.

– *Walt Disney World Resort, Disneyland Resort Salute U.S. Military...*

The announcement of “Disney’s Armed Forces Salute” was made during a media event at the Walt Disney World Resort to mark the 100th anniversary of Walt Disney’s birth. Walt Disney, who once remarked that he would “get red, white and blue at times” with patriotism, demonstrated throughout his life strong support for the wartime efforts and America’s armed forces.

Though too young to join the Army during World War I, Disney enlisted in the Red Cross and drove an ambulance overseas for a year. Years later as the head of The Walt Disney Studio, Disney led the production of educational and training films for the military during World War II.

“It’s fitting that we’re honoring the United States military during the 100th anniversary of the birth of our company’s founder,” said Pressler. “Walt Disney was a lifelong supporter of the armed forces and the men and women who fought for our freedom.”

### **Offer Details: Walt Disney World Resort:**

- Within seven days after receiving the complimentary ticket, each active member of the U.S. military may also purchase various special offer tickets at a 50 percent discount for up

to five family members and friends. These tickets will be available for the Walt Disney World theme parks, Disney water parks, Pleasure Island, DisneyQuest or Disney's Wide World of Sports complex and must be used within seven days following the date of purchase. Each active member may only purchase up to five special offer tickets for admission to the Walt Disney World theme parks.

- If active members of the U.S. military are unable to come to the Walt Disney World Resort during "Disney's Armed Forces Salute," their spouses will be eligible to purchase the special offer tickets one time during the offer period for up to five family members and friends (including the spouse) at a 50 percent discount. The special offer tickets must be used within seven days after they are purchased. Each spouse may only purchase up to five special offer tickets for admission to the Walt Disney World theme parks.
- The complimentary and special offer tickets can be obtained only at Walt Disney World theme park ticket windows from Jan. 1, 2002, to April 30, 2002. Active military personnel (or their spouses, if they are not present) must present proper military identification. Activated members of the National Guard or Reservists (or their spouses, if they are not present) will also need to show active duty orders. In addition, active military personnel will need to show their complimentary tickets to purchase special offer tickets.

Offer Details: Disneyland Resort:

- The complimentary and special offer tickets can be obtained only at Disneyland Resort theme park ticket windows. Active military personnel (or their spouses, if they are not present) must present proper military identification. Activated members of the National Guard or Reservists (or their spouses, if they are not present) will also need to show active duty orders.
- Tickets are good for admission to Disneyland park and Disney's California Adventure.
- The tickets must be used between Jan. 1, 2002, and April 30, 2002.