JOIN THE SPECTACULAR

Disney100 Celebration

BE A PART OF THE CELEBRATION at the Disneyland® Resort

100 YEARS OF DISNEY MEMORIES
Shining moments across Disney’s legacy

PLAN YOUR VACATION TO JOIN IN THE FUN at Walt Disney World® Resort

STORIES AND TIPS TO GET THE MOST OUT OF YOUR REWARDS
In This Issue

Maybe it was the first Disney or Pixar animated film you saw. Perhaps it was that first visit to a Disney Park, or the special Mickey Mouse toy you unwrapped that sparked your imagination. Whatever it may have been, for 10 decades, Disney has inspired countless moments of joy in hearts across generations. This year, the Company honors that legacy with the Disney100 Celebration, a spectacular, global event.

In this issue, you’ll discover some of the wonderful Disney100 plans in store for Guests. We hope you’ll join in this special celebration with us.

Ready to switch things up? As a Cardmember, you’re able to change your card at any time! And we’ve got four new cards for you to choose from, including the Disney100 card, which celebrates Disney and 100 years of storytelling.

Premier Cardmembers who switch to the Disney100 card will receive a special metal card for this design. We are also excited to introduce Tiana, Retro Walt Disney World and Maleficent to the lineup!

Meet Our Four New Cards

Find the style that fits your personality!

CELEBRATE 100 YEARS OF DISNEY AT THE DISNEYLAND® RESORT

Be amongst the first to visit the Disney100 Celebration at the Disneyland® Resort. Experience all-new nighttime spectaculars, the return of a fan-favorite parade, dazzling décor and more!

FIND MEMORABLE DISNEY100 MERCHANDISE AT SHOPDISNEY.COM

From sparkling Minnie Mouse Ear headbands to plush pals and shining home décor items, commemorate your memories of fun with Disney100 merchandise.

PLAN AHEAD FOR YOUR DISNEY100 FUN

Join the Celebration at Walt Disney World® Resort with special experiences, events, merchandise and more.

CREATING A CONCERT

Find out how the perennially popular Garden Rocks Concert Series comes to life at the EPCOT® International Flower & Garden Festival.

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NEW PLACES TO EXPLORE WITH ADVENTURES BY DISNEY®

Discover top new travel itineraries for 2023 and learn how the experts at Adventures by Disney® curate them.

PAGES 10 & 11

PLAN AHEAD FOR YOUR DISNEY100 FUN

Join the Celebration at Walt Disney World® Resort with special experiences, events, merchandise and more.

PAGES 6 & 7

10 DECADES OF STORYTELLING HISTORY

Take a trip back through time with a glimpse into key moments in the history of Disney.

TO VIEW THE NEW DISNEY100 CARD DESIGN AND DISCOVER HOW TO CHANGE YOUR CARD VISIT DisneyRewards.com

Find the style that fits your personality!

See the new cards and switch today at DisneyRewards.com/2023CardDesigns.
A Look Back at 100 Years of Disney Creativity

The word “legacy” may seem to refer to things created in the past, but in fact, everything we know and love about the Disney legacy was inspired by the future and the ability to envision and act upon its possibilities.

THE POSSIBILITIES OF SOUND AND COLOR
When sound first came to motion pictures, Walt Disney saw its possibilities and created the first fully-synchronized sound cartoon, *Steamboat Willie* (1928). And a star, Mickey Mouse, was born. As Technicolor became available, once again Walt Disney and his artists saw the possibilities and created *Flowers and Trees* (1932), bringing color to cartoons for the first time.

A GIANT STORYTELLING STEP FORWARD
Only a few years later, there came a great leap forward in Disney storytelling: the world’s first full-length animated film. When Walt and his team began work on *Steamboat Willie* and *Snow White and the Seven Dwarfs* (1937), there were risks. There were challenges, and there were definitely nay-sayers. But when the film premiered at the Carthay Circle Theatre in Los Angeles, there wasn’t a dry eye left in the house. The animated storytelling we love was launched and is a key part of the Disney legacy today.

A WONDERLAND FOR EVERY FAMILY
When Walt Disney sat on a park bench watching his daughters ride a Merry-Go-Round, he dreamed of a future place where families could laugh, imagine and dream together, and the idea of *Disneyland* Park was born. It became the spark that eventually led to *Walt Disney World* Resort and Disney Parks worldwide.

DREAMING OF THE GREAT “WHAT IF”
At the heart of the ability to envision future possibilities is the question, “what if…?” What if we embraced the (then-new) technology of television and created shows for families and children? Such classics as *Mickey Mouse Club* (1955) and *The Wonderful World of Disney* anthology series were born. What if there were a way to make figures speak and move to bring presidents and pirates to life by embracing and developing *Audio-Animatronics* technology? The list of “what ifs” goes on and on. And it will continue for as long as those who, like Walt Disney himself, can look at both the present and the future and envision ways to immerse us all in the creativity and imagination of Disney storytelling.

The Disney legacy we love and celebrate is built on a history of envisioning the possibilities of the future.

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1920s
The Walt Disney Company is founded (1923). *Steamboat Willie*, the first fully-synchronized sound cartoon, introduces Mickey Mouse (1928).

1930s
*Snow White and the Seven Dwarfs*, the first full-length animated film, premiers (1937).

1940s
The Walt Disney Studios opens its new campus in Burbank, California (1940). *Fantasia* premiers with Fantasound, a precursor of stereophonic sound in films (1940).

1950s
*Disneyland* Park opens to cheering Guests visiting “The Happiest Place on Earth” for the first time (1955).

1960s
Audio-Animatronics technology debuts in *Walt Disney’s Enchanted Tiki Room* at the *Disneyland* Resort (1963).

1970s

1980s

1990s
*Beauty and the Beast*, the first Disney theatrical stage production, debuts on Broadway (1994). *The Lion King* premiers (1994).

2000s to present

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“We keep moving forward—opening up new doors and doing new things—because we’re curious. And curiosity keeps leading us down new paths.”
—Walt Disney

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LEARN MORE AT DISNEYREWARDS.COM
Spring 2023

Redeem your Disney Rewards Dollars toward Disney100 merchandise in celebration of 100 years of Disney creativity.
Join the Disney100 Celebration at the Disneyland® Resort

Experience the events and add to your own memories.3

Disney marks its 100th anniversary in 2023, and the Disney100 Celebration will provide numerous opportunities for fans and families to relive their most beloved Disney memories, and to delight in new ones. At the Disneyland® Resort, the Celebration began in January with exciting offerings taking place throughout the Resort all year long.

DÉCOR THAT BRINGS YOU INTO THE STORY

Beautiful décor in platinum and purple immerses you in a celebratory atmosphere throughout the Disneyland® Resort. From lighting to floral plantings, everything says, Disneyland®. Two majestic fountains sparkle in the moat on either side of the drawbridge.

NEW SURPRISES TO EXPLORE

Storytelling is brilliantly celebrated in everything from events to specialty treats, beverages and merchandise. World of Color-ONE at Disney California Adventure® Park brings some of the most inspiring Disney Characters to life in new ways. Wondrous Journeys, a new nighttime spectacular at Disneyland® Park, gives a nod to Walt Disney Animation Studios films with state-of-the-art projection effects on Main Street, U.S.A., Sleeping Beauty Castle, the façade of “it’s a small world” and Rivers of America. Dazzling fireworks take the show to new heights on select nights. And don’t miss the new designs each month inspired by a different decade in the Company’s history.

ENJOY A REIMAGINED MICKEY’S TOONTOWN

Mickey’s Toontown is re-opening this March for non-stop fun. Be sure to climb aboard Mickey & Minnie’s Runaway Railway at the E2 CapiTOON Theater as part of the Disney100 Celebration. Guests can join Mickey Mouse, Minnie Mouse and their Pals on a mirthful adventure. The all-ages adventure brings to life the cartoon world featuring Mickey Mouse and his friends, plus action, adventure, humor and a big finish. “It’s so exciting to tell a story about Mickey, and the attraction represents what Disney does best: great storytelling, catchy music and amazing visuals,” says Jonathan Friday, Senior Creative Director, Walt Disney Imagineering. “It’s wonderful to have the technology to create an attraction that is as much fun as Mickey himself is.”

KEEPSAKES FROM A SPECIAL TIME

Commemorate your visit during the Disney100 Celebration with treasures from unique collections of merchandise especially designed for the Celebration. You may want to take home a pin or MagicBand+ from the Disney100 Platinum Celebration Collection which features Disney100 signature colors. Feeling nostalgic? Choose a backpack or headband from the Disney100 Decades Collections which will introduce Wondrous Journeys, a new nighttime spectacular at Disneyland® Park, gives a nod to Walt Disney Animation Studios films with state-of-the-art projection effects on Main Street, U.S.A., Sleeping Beauty Castle, the façade of “it’s a small world” and Rivers of America. Dazzling fireworks take the show to new heights on select nights. And don’t miss the beloved Magic Happens parade, which is now showing.

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Remember, Cardmembers receive 10% off select merchandise purchases of $50 or more at select locations throughout the Resort.1 You can also redeem your Disney Rewards Dollars toward keepsakes commemorating the magic of this once-in-a-lifetime Celebration.2

TRY NEW TASTES

Innovative complimentary culinary demonstrations and bookable signature events like wine, beer and mixology seminars are great ways to increase your culinary knowledge. Visit Disneyland.com/FoodandWine to learn more about these offerings and reserve early for the additional bookable signature events—they fill up fast! Separate fees and restrictions apply to the bookable events.

MAKE TIME FOR MUSIC

While planning your visit to the Disney California Adventure® Food & Wine Festival, which kicked off on March 3rd and runs through April 25th, 2023, be sure to add to these three items to your must-do list!

Enjoy lively performances at the Palisades Stage and the Paradise Gardens Bandstand while you relax with your favorite beverage. Visit Disneyland.com/FoodandWine for more information about bands and performance schedules.

Keepers from a Special Time

INCREASE YOUR SKILLS

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Go Platinum with Keepsakes Celebrating 100 Years

From the moment Mickey Mouse first whistled and danced his way across the screen in Steamboat Willie (1928), the public fell in love with his cheeky grin and mischievous spirit. It was only natural to want to capture his energy and bring it home in some form to enjoy. Whether it was a Cinderella watch your grandmother treasured as a young girl, your own first Mouse Ear Hat from a Disney Park or a beloved book or toy, every Disney product is carefully crafted to capture the essence of a story or Character you love.

To bring home your gleaming mementoes, take advantage of Cardmember savings of 10% on select purchases at shopDisney.com when you use your Disney® Visa® Card.

Bring home a memory of a special celebration with merchandise designed to shine.

**DRESS TO CELEbrate**
Kids will feel like part of the Disney100 Celebration in this dainty dress and cozy fleece shirt. Both feature the Disney100 logo and adorable art of the Characters dressed in their own celebration best!

**DOUBLE YOUR SMILES**
Join the mouse “who started it all” and his best girl in celebrating Disney100! Dressed in their signature Disney100 platinum costumes, Mickey Mouse and Minnie Mouse will deliver happy memories each time you see them!

**HATS OFF FOR DISNEY100 MAGIC**
Add these shining, sparkling Minnie Mouse Ears headbands or a handsome Disney100 baseball cap to your headgear collection.

**REFRESHMENTS SERVED HERE**
Store up sunny memories in a glass container with Mickey dressed in his Disney100 costume or enjoy a cup of coffee or tea in a keepsake mug with a platinum-hued Mickey Ears-shaped lid.

**UNLOCK MEMORIES**
Key up favorite Disney memories whenever you use this keepsake enamel keychain featuring colorful enameled art of favorite Disney Characters and the Disney100 logo.

**GLAMOROUS DÉCOR FOR YOUR HOME**
Add a celebratory touch to your décor. This elegant throw pillow features the Mickey Ears symbol and the Disney100 logo in subtle platinum stitching. Platinum tassels add the perfect finishing touch.

**A Huggable Pal Debuts**
In 1930, the first Mickey Mouse plush doll is available to take home.

The first Mickey Mouse plush doll was created by seamstress Charlotte Clark in 1930. Walt and Roy O. Disney were so pleased with the product quality that they set up a “Doll House,” near the studio where a team assembled three to four-hundred dolls a week. The handmade Mickey Mouse plush were such a hit, that a Minnie Mouse edition soon followed in 1931.
Exciting Experiences are Coming to Walt Disney World® Resort

Plan your vacation and join the excitement for the Disney100 Celebration!

As Walt Disney World® Resort continues its sparkling 50th Anniversary through the end of March, a new celebration of Disney creativity, imagination, and innovation is fast approaching. It’s Disney100, a global celebration for all the Disney Parks. This moment in the Company’s history provides the catalyst to celebrate the incredible storytellers and creators, along with the fans, families and Cast, honoring the journey and the memories created over the last 100 years. The Disney100 Celebration commemorates the enchantment of Disney storytelling with Guests who have made lifelong memories and will continue to enjoy the connections and special moments made during their visits to Walt Disney World® Resort.

A DIFFERENT STORY EVERY MONTH

In April, Walt Disney World® Resort will begin honoring the Company milestone. Monthly highlights on some Disney favorite franchises like Pixar, Mickey & Friends and Disney Princess will help Guests fully enjoy and immerse themselves in the many Disney stories they love.

Each month, a different storytelling theme will be honored, remembering the legacy that has been created over the last 100 years in the many iconic Disney stories and Characters. Through the Theme Parks and Resorts, Guests will see and can celebrate these stories and lovable Characters in existing experiences such as Character caravans, parades, photo opportunities, merchandise, attractions, experiences and more. In addition, the Disney Resort Hotels will offer movies under the stars and poolside parties with themed activities for more ways to celebrate these stories.

Make sure to visit our Cardmember-exclusive Disney Character Experience at our private Cardmember location.

MARK YOUR CALENDAR

Here are some of the Disney stories that will be celebrated in the coming months in which they are being honored at Walt Disney World® Resort.

• April: Featuring the spirit and adventure of Star Wars, a new celebration at Disney’s Hollywood Studios® will begin honoring Star Wars.

• May: Celebrations will include an exciting month of events honoring Moana, opening in late 2023, will allow Guests to explore an outdoor trail in a lush environment that tells the story of the cycle of water. Here you will be invited to play and interact with water as it travels from the skies to the oceans and back again. Along the journey, learn more about the importance of water and discover its playful personality just as Moana did. At the beautiful new World Celebration Garden, also slated to open in late 2023, Dreamers Point showcases an evocative statue of Walt Disney offering another perfect opportunity for photographs.

• June: The delightful Pixar Characters will take fun to infinity and beyond.

• July: Mickey, Minnie and friends will provide “swell fun” for all.

• August: The Disney Princesses and beloved Frozen Characters take the throne.

• September: Super Hero adventures take flight!

You’ll find a complete list of fun story themes and the exciting months in which they are being honored at DisneyWorld.disney.go.com/100th-anniversary to help you plan your vacation. (You may want to visit more than once!) Disney100 offerings subject to change without notice.

Get in the groove at the Garden Rocks concerts!

There’s nothing like enjoying a live performance by some of your favorite bands in a beautiful setting. The Garden Rocks Concert Series during the EPCOT® International Flower & Garden Festival adds the sound of music to your day of pleasure.

This year, beginning in March, celebrity bands perform three 30-minute sets every Thursday, Friday, Saturday and Sunday night at 5:30, 6:45 and 8:00 PM at the American Gardens Theater. Performances are free with your EPCOT® admission and seating are unreserved, but the concert series is so popular, you may want to redeem your Disney Rewards Dollars toward the purchase of a dinner package that includes guaranteed seating.

MUSIC FOR EVERYONE

Each act plays for at least two days, so be sure to consult FreshEPCOT.com/GardenRocks for a list of bands and their performance dates. “We invite many classic rock groups to perform every year,” says Brad Ross, Talent Booking Director, Disney Live Entertainment. “But we also diversify our offerings. We’ve added Christian rock groups, and we are incorporating more Latin groups. We want to offer something for everyone.”

“The Garden Rocks Concert Series is a wonderful chance to share the energy of a live performance,” Ross concludes. “The groups love playing here and our Guests love hearing them! Happy performers! Happy Guests! What more could you ask?”

LOOKING TO THE FUTURE

Later this year, the Disney100 Celebration comes to EPCOT®, inviting you to join in and see the transformation of the Park with all the magic of possibilities. It’s the culmination of the EPCOT® transformation with its multitude of new experiences. From a platinum Mickey Mouse sculpture that welcomes you to celebrate at EPCOT®, Mickey and Minnie Mouse, dressed in celebratory platinum outfits, and so much more will be on hand. The moment you step into the Park, you’ll feel the sense of transformation and celebration. Journey of Water, Inspired by Moana, opening in late 2023, will allow Guests to explore an outdoor trail in a lush environment that tells the story of the cycle of water. Here you will be invited to play and interact with water as it travels from the skies to the oceans and back again. Along the journey, learn more about the importance of water and discover its playful personality just as Moana did. At the beautiful new World Celebration Garden, also slated to open in late 2023, Dreamers Point showcases an evocative statue of Walt Disney offering another perfect opportunity for photographs.

And a brand new nighttime spectacular will light the sky over the World Showcase Lagoon scheduled to launch during the Disney100 Celebration in late 2023. “The transformation of EPCOT® has touched many areas of EPCOT® and we are proud to bring our Guests into a place that has even more of what makes EPCOT®, EPCOT®. With stories inspired by our real world and thrilling innovation, EPCOT® is a place where anything is possible, and every moment is ready to become a memory. The Disney100 Celebration is the perfect time to introduce you to the next evolution of EPCOT®, as we look back on our heritage while gazing forward to the future of immersive Disney storytelling. EPCOT®—and all of Disney—inspires!” shares Kartika Rodriguez, Vice President, EPCOT®.

Guests love the magic Disney has inspired in them over the years, and the Disney100 Celebration will allow you to not only look back, but gaze forward to the future and the new immersive Disney storytelling experiences.

You'll find a complete list of fun story themes and the exciting months in which they are being honored at DisneyWorld.disney.go.com/100th-anniversary to help you plan your vacation. (You may want to visit more than once!) Disney100 offerings subject to change without notice.
Every adventure is a journey of discovery. So is the act of creating them. When the Adventures by Disney® team begins to build a new adventure, where do they imagine going? What do they discover? And how do they turn those discoveries into the adventures you have always dreamed of taking?

The first step is researching potential destinations. And with a wide world to choose from, there are so many options! “We take a look at top travel trends,” says Lisa Gatlin, Senior Manager of Trip Development for Adventures by Disney®. “We ask our Guests what destinations sound exciting to them. We talk to fellow Disney Cast Members about trips they have taken or want to take. We connect with our Disney partners around the world for suggestions. It could be a location that has inspired a film or a Park attraction. Wherever it is, we want it to be unique.”

EVERY ADVENTURE TELLS A STORY
The next criteria is pure Disney: there has to be a story. “We always ask ourselves, ‘what are the stories of the history and culture at a particular destination?’” Gatlin says. “How would we immerse our Guests in those stories? Are they iconic locations? Are there hidden gems for our Guests to discover? What are the unique, immersive activities available there?”

NEW ADVENTURES IN 2023
For instance, when the Adventures by Disney® team was building the new Land Adventure to the British Isles, which launches in spring 2023, they went to Northern Ireland, where they visited a farmhouse in a traditional village. “We learned to bake bread, heard stories about family and traditional village life and interacted with the local family and their children. It helped us make the decision that this was a great location to bring our Guests,” Gatlin says. “We also visited the iconic Giants Causeway with a storyteller who brought the area to life with stories about the history and the folklore of the Causeway. You could almost picture giants running across it. That’s where the experience becomes really magical.”

ACTIVITIES FOR EVERY INTEREST AND AGE
As the team builds each adventure, they explore activities which will engage every age group, including activities just for Junior Adventurers. “We put on our 8-year-old hats and our grandparent hats and all the hats in between to make sure we are offering activities and experiences that not only connect families with the people and culture of the region, but also fit each Guest’s interests.”

During the new Sicily Land Adventure, families can choose guided tours of ancient Greek and Roman wonders, visit theaters and cathedrals, stroll through a Sicilian village to browse artisan shops and share a traditional village-style lunch, enjoy a private puppet show and snorkel through the sparkling Ionian Sea.

SO MANY PLACES TO EXPLORE
With over 50 adventures on seven continents, Adventures by Disney® offers a multitude of opportunities and ways to journey to the places you’ve imagined and to experience them in new ways. Choose from Expedition Cruises, Land Adventures, River Cruises and even Private Adventures for 12 Guests or fewer. To learn more about Adventures by Disney® or to book a vacation, visit AdventuresByDisney.com, call 1-800-543-0865 or contact a travel agent.
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