Celebrate the Holidays
with the Magic of Disney

Winter 2014

Join the Adventure of Disney’s Big Hero 6

Discover holiday happenings at Disney Theme Parks

Give till you smile with Disney treasures for the entire family

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We love the holidays! A special kind of magic fills the air, kindling memories of joyful times with friends and family and filling us with anticipation for the happiness to come. We wanted to share some of our favorite ideas for ways to celebrate with your family—not just on the big day—but throughout the entire season of magic. Delight in the power of family and friends, music and magic at the movies with Disney’s new animated adventure, Big Hero 6 and Disney’s Into the Woods, an enchanting new live-action musical. Plan a visit to the Disney Theme Parks to take in the special sparkle of the season and see the lights, parades and special events. Decorate the house, snuggle up in cozy pjs and share a Disney DVD while sipping cocoa from Disney Character mugs. And of course, find the perfect gifts for the whole family from Disney Store and DisneyStore.com.

Your Disney Visa® Card and Disney Dream Reward Dollars® make it easier to make the season bright. Each Disney Dream Reward Dollar has a $1 value when redeeming toward Disney merchandise and offerings. So load them onto your Disney Rewards® Redemption Card and redeem them toward most everything Disney. Remember that your Disney Visa® Card adds even more sparkle to your visit to the Disney Theme Parks with special Cardmember perks including a Character Meet ‘N’ Great at our private Cardmember location and 10% off select merchandise purchases of $50 or more at select locations. ’Tis the season to be smiling, so make plans to pack your sleigh with Disney treats and experiences for wonderful family memories this holiday. Let the merriment begin!
S\n\nta’s not the only one who can travel around the world during the holidays. At Walt Disney World® Resort, you and your family can take an international journey together to discover and share seasonal traditions and celebrations from Norway to Mexico, Japan to France and more. Best of all, you don’t need a sleigh or reindeer to do it! Since there’s no place like home for the holidays, start by celebrating cherished American traditions at Magic Kingdom® Park. Remember the sound of carolers on street corners, shop windows full of surprises or the nostalgic scent of cinnamon and pine? You’ll find it all here to fill your day with seasonal joy. Get into the spirit with a ride on the Jingle Cruise or enjoy the special holiday parade. Along with magical sights you’ll see throughout the day, your night will be filled with fun as well with “Castle Dream Lights” on Cinderella Castle and the “Holiday Wishes” fireworks show. For even more merriment, join Mickey and his friends at Mickey’s Very Merry Christmas Party on select evenings at Magic Kingdom® Park. You can continue your journey at Epcot® where “Holidays Around the World” transforms World Showcase into an international celebration of yuletide traditions. “Holidays Around the World” gives our Guests a wonderful opportunity to discover and share traditional holiday experiences from all the countries in World Showcase,” explains Marsha Jackson-Randolph, Show Director with Walt Disney Creative Entertainment. As Guests stroll in World Showcase, “In the United Kingdom Pavilion and meet Santa Claus in the American Pavilion.” “Not every country celebrates Christmas,” Marsha points out. “So in Japan and China we focus on traditional New Year celebrations, while in Morocco, we celebrate the harvest season. We also incorporate traditions from Hanukkah and Kwanzaa. There are about a dozen different experiences in all. Every one is different, but what they have in common is how these traditions tie families together over the generations. It’s how all of us—whenever we’re from—celebrate being together, how we pass on that special thing that lights our hearts from generation to generation. It can be a very emotional experience to share.” The storytellers are out and about throughout the day from late morning to early evening, so Marsha suggests planning to spend the entire day to meet them all. “Imagine having photos of your family with all the storytellers. What a memory that makes!” Then end your day of celebration at Epcot® with the Candlelight Processional. The moving pageant includes choristers, musicians, beautiful lighting and a dramatic re-telling of the story of the first Christmas. A tradition at Walt Disney World® Resort since 1971, the processional begins as choir members carrying glowing candles and singing traditional Christmas carols assemble at the American Gardens where they perform a selection of magnificent Christmas music as a celebrity narrator tells the Christmas story. As a Cardmember, you can use your 10% savings on dining for the Candlelight Processional Dining Package at the Biergarten Restaurant in the Germany Pavilion to enjoy a sumptuous feast and receive reserved seating for the nightly event (restrictions may apply). Whether discovering and sharing the season’s festivities in Germany or France, Mexico or the U.S.A., a world of holiday wonders awaits you and your family. For more information, visit DisneyWorld.com/Holidays. Happy travels, everyone!
Welcome to Downtown Disney® District, a place for savoring the delights of the holidays while you dine, stroll, shop and—ice-skate? Yes, we said ice-skate. This holiday season, starting on November 13, 2014, in the Downtown Disney® Winter Village, Olaf’s Frozen Ice Rink springs up as if created by a wave of Elsa’s hand in the area between ESPN ZONE® and the AMC® Theaters in Downtown Disney® District. A skating rink in sunny Southern California...perfect for Olaf.

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“We always want to tell a story with whatever we do,” Jean recalls. The first year we partnered with the Studios to theme the rink to Disney Fairies Secret of the Wings. Then, last year we were inspired to capture some of the feeling of Frozen. The rink is custom-made with clear dasher panels and a shimmering holiday tree in the middle. “It takes about a week to install the rink,” Jean says. A Winter Village of custom-built European-inspired chalets surrounds the rink, offering hot chocolate and other holiday treats as well as unique gifts such as winter wear imported from Europe. “The feeling is almost like being in a European fairytale world,” explains Todd Bennett, General Manager, Downtown Disney® District.

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Big Hero 6

In theaters November 7, 2014

Five brilliant friends and a big, inflatable, huggable robot may not seem like typical super heroes—after all, no one wears a cape—but in Disney's new animated feature, Big Hero 6, they turn into a crime-fighting team powered by intelligence and heart.

The action-comedy adventure, which hits theaters on November 7, tells the story of a brilliant robotics prodigy, Hiro Hamada, who learns to harness his genius, thanks to his brother Tadashi and their friends: adrenaline junkie GoGo Tomago, neatnik Wasabi, chemistry whiz Honey Lemon and fanboy Fred. When a devastating turn of events catapults them into the midst of a dangerous plot unfolding in the streets of San Fransokyo, Hiro turns to his closest companion—a robot named Baymax—and transforms the group into a band of high-tech heroes determined to solve the mystery and save their city.

Inspired by a Marvel comic of the same name, the filmmakers wanted to create a movie that balances Marvel-style action with Disney humor and heart. To begin with, they employed a new animation style.

“It’s a sort of mash-up of animé and Disney CG,” explains Roy Conli, Producer. “We all love animé, but we wanted to capture its spirit rather than its exact look. It’s more of a visual flavor that I think audiences are really going to enjoy. Every film finds its unique style,” Roy continues. “You make visual choices that best support the characters and their story. Since this story is about college kids who are very tech-savvy and Baymax, who is a robot, developing this new look was a natural direction.”

In fact, Baymax himself is both a new kind of robot and a rather unusual hero. He’s programmed to care. “Baymax just wants to help people,” says Director Don Hall. “He sees his mission as helping Hiro overcome a devastating loss and heal his broken heart.”

To create Baymax, animators researched the robotics world, including a visit to Carnegie Mellon University, where they learned about developments in state-of-the-art soft robotics like a vinyl inflatable arm. Directors Don Hall and Chris Williams fell in love with the idea.

“One of the fundamental principles in classic Disney animation is ‘squash and stretch,’” Roy explains. “It’s perfectly suited for animating a big ‘squishy’ robot.” But it still took some experimentation to bring Baymax to life, including the right way to make him move.

“We wanted to convey that innocence in his movements. We came up with three solutions,” Roy recalls. “A baby, a baby who, shall we say, needs a diaper change; and a baby penguin. The baby penguin won out.”

But what about facial expressions? After all, Baymax has no mouth and two very simple button-like eyes. “It’s a tribute to the talent of our artists that they have been able to give Baymax a full range of emotions with such limited facial characteristics,” Roy says. “There’s a kind of simplicity to the character, and yet within that simplicity there is so much heart. It’s absolutely brilliant.”

Roy also credits actor Scott Adsit with bringing Baymax to life vocally. “As a robot, Baymax is talking from a computer chip, so Scott was limited to a very narrow vocal range, but he was able to shape the language in a way that conveys just how hilarious Baymax is, and how much he cares.”

The relationship between Hiro and Baymax is at the heart of the film. “I think the overall theme of the story is about family—the kind you’re born with and the kind you find,” Roy says. “It also explores the question, ‘What makes a hero?’ You see a lot of films that focus on super physical strength and prowess, but in Big Hero 6, the kids are using their minds. I think that sends a great message.”

Was making the transition from Tangled, 2010’s feature about Rapunzel that Roy produced, to a story about modern high-tech super heroes a challenge? “I think every creative person feels a little uncertainty at the start of such a big project,” he says. “I had fallen in love with Tangled, and there’s always a moment when you wonder, ’Can I do this again?’ At the start of any film project you aren’t sure how it’s all going to come together. Then slowly and surely you fall in love all over again. In April, we had a screening for Disney leadership, and there was a moment when my heart skipped a little, and I thought, ’We’ve done it!’ I knew that the story we were telling was not only funny and exciting but amazingly heartfelt.”

“Making a film is always a journey,” Roy concludes. “What I love about animation is that you’re taking the journey with about 400 other people. And then when you get to invite the audience to take the same journey with you, it’s a breathtaking experience.”

Be a hero to your family by using your Disney Dream Reward Dollars to redeem for vouchers toward movie tickets at participating theaters near you and treat them to a night of adventure with Big Hero 6.1 Then head to Disney Store and DisneyStore.com with your Cardmember savings of 10% on select merchandise purchases of $50 or more to pick up Big Hero 6 gifts to tuck beneath the tree so you can relive all the excitement again and again.2 For more information about the film, check out Disney.com/BigHero6.

In theaters November 7, 2014

Big Humor. Big Action. Big Heart.
In the woods of Pacific Northwest, there is a special place where the fairest of them all has lived since birth. Her name is Cinderella, and she is known for her beauty, grace, and kind heart. However, her life is not as perfect as it seems. Her stepmother, the evil Lady Tremaine, holds a grudge against Cinderella and wants to keep her away from the prince who loves her. With the help of her friends, Cinderella must find a way to make her dream come true.

Cinderella's story is one of the most beloved fairy tales in the world. It has been retold countless times and adapted into various forms of media, including movies, plays, and books. In recent years, Disney has brought this classic story to life with a new live-action musical called *Into the Woods*. This film is not only a modern retelling of Cinderella's story but also a contemporary take on other famous fairy tales, such as *Snow White*, *Rapunzel*, and *Cinderella*.

The film tells the story of a kingdom where all the tales are real and have consequences. The characters, both good and evil, must face the consequences of their actions and learn that sometimes, you have to make sacrifices to achieve your dreams. The film features a talented cast, including Meryl Streep as the Witch, Anna Kendrick as Cinderella, Johnny Depp as the Baker, and Chris Pine as the Prince.

The music in the film is written by Stephen Sondheim, who is known for his work on other Broadway musicals, such as *Into the Woods*. His music is both lyrical and musically complex, and it perfectly complements the story. The film score is performed by a full orchestra, and it is most beautiful when heard in the bright colors of the screen.

The transition from stage to screen is a significant challenge. In a musical, the actors must perform their songs on stage, while in a film, they are free to move around and express themselves more freely. The camera can capture the beauty and mystery of the woods, and the actors can use the camera to enhance their performances. The camera can also capture the beauty of nature, and the actors can use it to connect with the audience.

Casting is also a important part of the transition from stage to screen. In a musical, the actors must be able to sing, dance, and act, while in a film, they can focus on their acting skills. The film also offers the opportunity to use special effects and costumes to bring the characters to life.

In conclusion, *Into the Woods* is a wonderful example of how a classic fairy tale can be brought to life in a new and exciting way. It is a perfect fit with Disney's film legacy and has been produced around the world. The film is a testament to the power of storytelling and the magic of Disney.
The Merriest Season Starts

at Disney Store

T he holidays are coming! Everyone looks forward to the big day, but the entire season is also rich in special memory-making opportunities. At Disney Store and DisneyStore.com you can use your Cardmember savings of 10% on select merchandise purchases of $50 or more to find everything you need to make your days merry and bright.1

Deck the Halls
It’s time to get out your treasured ornaments, and add some new ones to your collection, too. Hang cheerful Character ornaments on the tree and tuck a festive skirt around the bottom. Let the kids put a sparkly Mickey and Minnie tree-topper on the highest bough. And don’t forget to hang the Disney stockings by the chimney with care. No peeking, anyone!

Bake, Sip and Share
Nothing says caring like sharing something you’ve made yourself. Remember neighbors and friends with cookies you and the kids have made using the Mickey Plate ‘n’ Cutters set. Make decorating them a special time together. And be sure to save some to enjoy while sipping cocoa from adorable Mickey and Minnie mugs while you watch your favorite Disney holiday DVD.

Bundle up in a Winter Wonderland
Do the kids like opening a gift on Christmas Eve? One of our Cast Members gives everyone in the family new pjs and slippers for sweet dreams and a picture-perfect Christmas morning family photo. You’ll also find Disney Character fleece hooded pullovers that are just right for carefree, ice-skating or snowball battles in the front yard. The new Mickey Mouse Holiday Hat and Mittan Set will even let your littlest caroler venture out in style.

Royal Gifts for Your Little Princess
“One of my favorites this year for girls is the Anna and Elsa Animator Doll Gift Set,” says Katie Huber, Lead Buyer for Disney Store. The set includes Anna and Elsa dolls as little girls, with additional dresses and a cute little plush Olaf. Also available this year is a Rapunzel set complete with hair-care accessories, a baby version of Maximus and a plush Pascal or the Sleeping Beauty set with plush forest friends and the three Fairy Godmothers. “This is the first year we’ve offered these sets,” Katie says. “Our design team has really outdone themselves. We’re really excited about them.”

Ready, Set, Imagine
Encourage hours of imaginative play with playsets that invite girls into their favorite characters’ worlds. The Elsa Ice Castle Playset features Anna, Elsa, Olaf and Kristoff articulated figures and plays “Let It Go!” For fans of Princess Sofia, there’s the new Sofia Tea Playset featuring articulated figures and plays “Let It Go!” For fans of Princess Sofia, there’s the new Sofia Tea Play Set or Eye Doctor Play Set, complete with convenient carrying case. Or tuck charming Mini Castle Play Sets featuring Rapunzel, Ariel and Aurora into someone’s stocking.

High-Flying Fun
What will make boys grin from ear to ear? Deluxe die cast sets are the big “wow,” according to Katie. “This year, we’re offering a Planes: Fire & Rescue Deluxe Set that includes Blade, a larger scale Cabbie and the smoke jumpers, as well as a wide assortment of individual die cast planes.”

Let the Force Play With You
“I’m especially excited about our new Star Wars Deluxe Die Cast Set, featuring iconic vehicles from the original trilogy,” Katie says. “It’s the first time we’ve ever offered Star Wars merchandise during the holidays at Disney Store. Star Wars die cast sets haven’t been readily available anywhere, so this is really thrilling for us. We worked very closely with Lucasfilm to make sure the vehicles were authentic to the film.”

Be a Hero
Fans of Disney’s newest animated feature, Big Hero 6, will love reliving the adventure with the Deluxe Action Figure Set featuring 10 Characters from the film. Or collect all seven individual action figures to take your imaginations to new heights. Your little hero can even go on his own mission with the Baymax Feature Glove.

Tuck Magic in Every Stocking
Want to make the ultimate Disney Stocking? Start with one of the latest Disney DVDs, add an Olaf Musical Wand or Hula Figure, then top it off with the Tsum Tsum holiday Character, available exclusively at DisneyStore.com.

Wrap It Up With a Smile
Once you’ve found the perfect gifts, wrap them up easily with one of our new holiday gift sacks featuring Mickey, Minnie and Olaf from Disney’s Frozen. The bags are convenient for large or odd-shaped packages, and can be used year after year.

Celebrate Together
When Christmas Day arrives, enjoy the celebration, knowing that you’ve created merriment, magic and memories for your family—not just for one day.

Oh What Fun It Is to View…
A Disney DVD! Disney entertainment is a great way to keep on giving fun long after the last candy cane has been crushed. Look for these new DVD releases and use your Disney Dream Reward Dollars to bring them home for the holidays.1

Oh! What a Day!

1. Learn more at DisneyRewards.com

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WINTER 2014

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Bring on the Duck with this free digital gift for Disney INFINITY (2.0 Edition) on your PC or iOS device.

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For the Jr. Ride-Along program at Richard Petty Driving Experience

Gear up for smiles when you use your Disney Visa® Card to give a Richard Petty Driving Experience Jr. Ride-Along and receive a FREE souvenir photo. Make somewhere’s birthday amazing with the Jr. Ride-along with Sage VanDerSpin or Aiken Axler. Then receive a FREE souvenir photo to commemorate the fun.

For more information, visit DrivePettymotorsports.com/Piston-Cup

Offer good November 1, 2014 through June 30, 2015. Richard Petty Driving Experience’s Junior

Ride-Along is available at Disney World (850-4MAGRACE), at least 48 inches tall in order to

participate. To receive the Jr. ride-along and complimentary photo value at $175.00, use your

Disney Card at the time of purchase.

Florida sales tax will be applied at the time of purchase. Disney Visa Card offers must be purchased and completed November 1, 2014–June 30, 2015.

Offer is available at trickly and not valid online or through the call center. Not valid in conjunction with any other offer. Visit DrivePettymotorsports.com or 1-800-237-3889 and refer to offer code.

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