

Disney REWARDS[®]



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Treat the Family to Fun with Disney This Fall

Fall **2015**

**Festivals,
Parties
and Fall
Fun at
Disney
Theme
Parks**

**Rediscover
the Magic
of Disney's
*Aladdin***

**Light Up
imagination
with new
costumes
at Disney Store**

**Cardmember
Perks & Rewards
for more Disney Treats**

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at DisneyRewards.com**

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Imagine the Magic You'll Share This Fall

We've had a magical Disney summer, and hope you have as well. Now we're beginning to imagine how much fun we'll have with the special Disney events, parties and festivities coming this fall. And we're inviting you to dream along with us!

We're excited about all the Halloween pumpkins, parades and parties at Walt Disney World® Resort and the Disneyland® Resort, where fall becomes a fantasy of fun for big and little boo-sters! Imagine faces beaming when your little ones put on new light-up costumes from Disney Store and **DisneyStore.com**, making trick or treat shine like never before!

Those of us who love fine food and wine are anticipating the amazing tastes we'll enjoy at the Annual Epcot® International Food & Wine Festival, which is celebrating its 20th anniversary with events, food, beverages and merchandise both new and nostalgic.

At home this fall, take your imagination on a magic carpet ride to Agrabah with the release of the *Aladdin* Diamond Edition Blu-ray™ or Combo Pack. Or set off with your

family on a fun-filled trip on a new Danube River Cruise with *Adventures by Disney*®.

Whatever Disney dreams you can imagine, the Disney Visa® Card helps make them come true. You earn *Disney Dream Reward Dollars*® on all your card purchases, and each *Disney Dream Reward Dollar* has a \$1 value when redeeming toward Disney products and offerings.¹ So load them onto your *Disney Rewards*® Redemption Card to redeem toward most everything Disney, including tickets to one of the Disney Theme Parks or an adventure of a lifetime.¹

Your Disney Visa Card can give you even more value by using your Cardmember savings of 10% on select merchandise purchases of \$50 or more at Disney Store and **DisneyStore.com** to pick up the perfect costume for the season.²

Turn imagination into reality this fall by using your Disney Visa Card to make Disney dreams come true for you and your family. Just imagine the fun you'll have!

You Earn
Disney Dream Reward Dollars®
when you use your
Disney Visa® Card



Boo-fully Costumed for Fun



This time of year, your kids begin to talk about who—or what—they want to be for Halloween. Apparently, Mickey, Minnie and the gang are no different.

As *Walt Disney World*® Resort and the *Disneyland*® Resort transform for Halloween, the costume designers of Walt Disney Imagineering are also making sure the Characters are dressed in their Halloween best, too!¹

"We always start by considering the Characters' personalities," says Douglas Enderle, Costume Designer Principal at Walt Disney Imagineering. "Minnie is her own independent woman. She's very feminine. She loves children and doesn't want to scare them, so if she's dressed up as a witch, her costume is brightly colored, sparkly and very pretty. Mickey's sense of humor is well known, so his vampire costume is playful rather than ominous. We keep everything lighthearted and fun."

"We always try to add elements of humor in all of our costumes," Douglas explains. One example he recalls is the Halloween when Chip 'n' Dale came costumed as the Keystone Cops, with Chip as the cop, complete with an oversized helmet that covered his eyes, and Dale as a robber in big stripes. Goofy has appeared in many guises too, including a memorable mummy whose wrappings were coming undone—a perfect way for Goofy to goof it up! And one of Douglas's favorite costumes is Donald as a pumpkin. "It's the perfect shape for him," he says.

The design team also incorporates thematic storyline elements whenever possible. "For instance, we created a story about the Characters going to a big costume party at *Walt Disney World*® Resort, which opened up the door to a tremendous number of possibilities. If the storyline is around Haunted Mansion, for example, we look at our designs and how they relate to that."

One of the most fun set of designs, Douglas recalls, is the year the Characters needed masks to go along with that year's theme. "We had to figure out what masks they could hold and use and still be themselves...how would they handle the masks while continuing to be the ambassadors of goodwill, cheer and fun...greeting Guests and signing autograph books? It was fun figuring out how to make that work."

Another aspect designers need to consider is how the Characters' costumes work in the Halloween parades at the Parks. "We have to decide if the costume they wear during the parade is the same one they'll wear in a Meet 'N' Greet," Douglas points out. "We also have to be sure each costume works well with the parade lighting and the colors of the floats. I remember being so excited when we began work on the Halloween parades. We had never done anything quite like it before. We had to think about the storyline, as well as figure out how the Characters fit into it. What was their role, were they standing or walking, and how to convey their personalities through their Halloween costumes."

To create a costume can take many months. From sketches, to creating color palettes, finding and testing the perfect fabrics, and incorporating fun touches that take advantage of new technologies like lights, every detail is important. Once designs are approved, patterns are created, the costumes are cut and assembled, and Minnie, Mickey, Donald and the rest of the gang come in for their fittings. At last, the costumes and Characters are ready for the show.

If you're inspired by the costumes that some of your favorite Characters wear for Halloween in the Disney Theme Parks, use your Cardmember savings of 10% off select merchandise purchases of \$50 or more at select locations to pick up some of your favorite costumes throughout the Resorts.^{4,5} Then put on a show of your own.

"I'm very proud of our artistry, creativity and attention to detail in all the costumes we design," Doug concludes. "There's a story in everything we create for our Characters to wear. I think they appreciate it."

Tip Happy Hula-ween! If you're heading to *Aulani, A Disney Resort & Spa* this fall, pack your costume along with your swimsuit for the new fun-filled festival, *Aulani Ho'olaule'a*, October 10, 17, 24 and 31, 2015.



Tasty Treats for Halloween

Glowing pumpkins. Grinning ghosts. Costumed characters. There's so much to enjoy during the Halloween season at *Disneyland*® Park. And a big part of the fun are the special tastes and treats

haunting every corner of the Park. The festive feeling begins the moment you walk onto Main Street, U.S.A., where you're greeted by the spicy fragrance of the pumpkin muffins made fresh daily from an exclusive recipe in the Main Street Bakery. Or sink your vampire fangs into a specially themed Halloween cupcake or bat-shaped Mickey Cookie.

Halloween without candy is as unthinkable as Mickey without Minnie, and the creative chefs at the *Disneyland*® Resort go all out to offer delectable seasonal sweet treats. Visit the Candy Palace on Main Street, U.S.A. for themed gourmet apples, including the now-famous "Dirt 'n' Worms" apple which is rolled in crushed chocolate cookies and topped with gummi worms. Sample the speciality cake pops, gourmet marshmallows and pumpkin seed peanut brittle while you're there, too.

Fuel yourself for spirited escapades with popcorn served in a new Mickey Mouse vampire bucket. Or go for a Zero Ghost bucket featuring Jack Skellington's ghostly pup found near Haunted Mansion Holidays in New Orleans Square. Zero pops out of his doghouse, his nose lights up, and this year, he glows in the dark.

During your tour of Haunted Mansion Holidays, pay special attention to the gingerbread mansion in the ballroom. Then head over to the French Market Restaurant, where as a Cardmember you can receive 10% off, and try a gingerbread treat inspired by the attraction.⁶

Even more devilishly delightful munchies can be found throughout the Park. Visit Rancho del Zocalo Restaurante for the Dia de los Muertos celebration and sample a new apple cake pop. Stop by Big Thunder Ranch to meet your favorite Disney Villains at the Halloween Carnival and try the candy-corn-flavored cotton candy in yellow, orange and white like the traditional Halloween treat. Thirsty folks can wet their whistles with a specialty drink brewed up and served in a new Poison Apple Mug.

"It's always fun coming up with the next big bite idea," says Karlos Siqueiros, Manager Food and Beverage Concept Development, *Disneyland*® Resort. "Food plays a huge role in making memories," he continues. "We love adding our piece to the storytelling and fun that people share and remember when they're here."



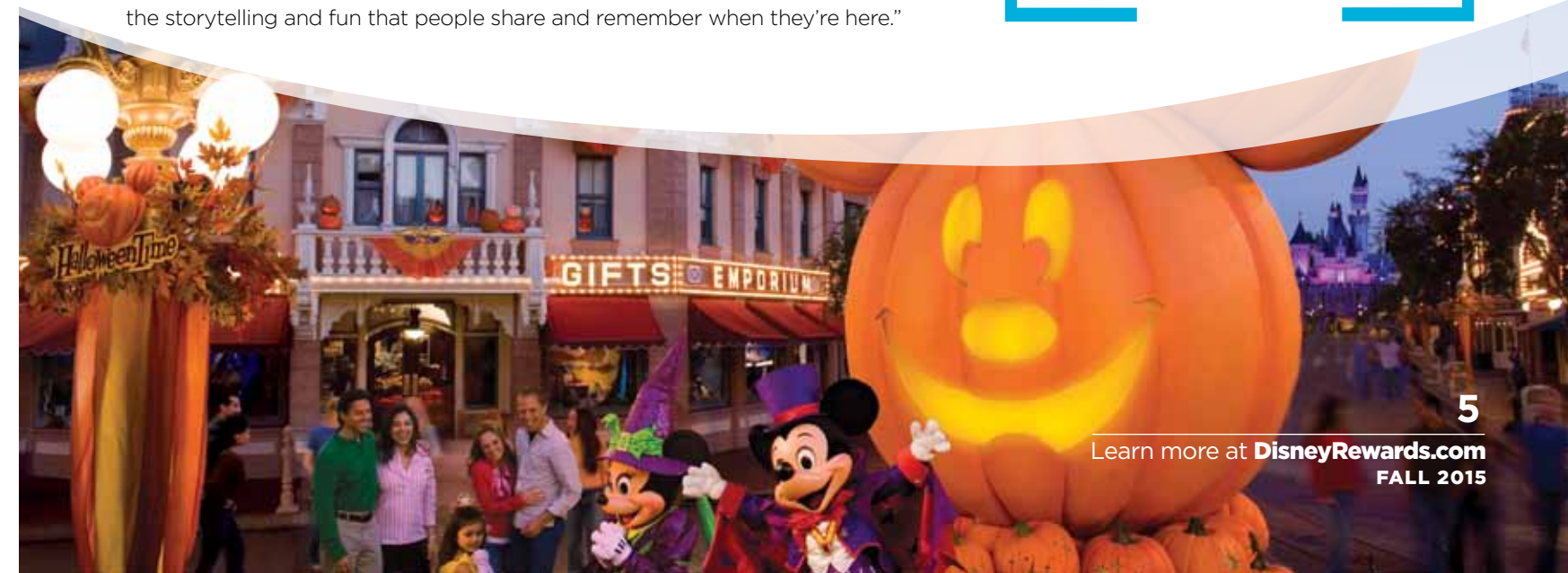
Mark Your Calendar

Share a spirited Halloween at the Disney Theme Parks this year.

Mickey's Not-So-Scary Halloween Party at Magic Kingdom® Park at *Walt Disney World*® Resort select nights from September 15 to November 1, 2015. For more information, visit DisneyWorld.com/Halloween

Mickey's Halloween Party at Disneyland® Park select nights from September 25 to October 31, 2015. For more information, visit Disneyland.com/Party

Buy early and save. Cardmembers can enjoy a special price on advance tickets for select dates to **Mickey's Halloween Party at Disneyland**® Park. See page 15 for more details.



Let Your Imagination Shine



Halloween night will light up with more than smiles this year, as trick-or-treaters sparkle and twinkle in new Disney light-up costumes from Disney Store and DisneyStore.com.

“We are always trying to find new ways to incorporate more storytelling magic in our costumes,” says Pritti Barrera, Senior Manager, Product Strategy, Disney Store. “These new costumes are really stunning!”

Little Princesses will love the way they twinkle each time they twirl in their Rapunzel, Belle and Cinderella gowns with motion-activated lights in the skirt. A stunning Elsa costume features a gradual light-up effect that starts in the front, cascading to the cape, to

make your little one feel as shimmering and powerful as Elsa.

Not sure which Princess to be? With the Disney Inquizitive app, for iOS and Android platforms and available where ever you get your apps, it is easy to see which Princess fits your personality. Are you romantic like Cinderella, intelligent like Belle or adventurous like Rapunzel? Who knows, maybe you'll discover the Disney Princess in you.

Your little adventurer will feel daring and bold in a new Darth Vader costume with front panel buttons that light up like in the movie, or as Iron Man with his glowing chest. How will your little superheroes power up their imaginations?

There are more ways for Halloween dreams to shine as well, with special touches that bring the Disney Characters and stories to life in kids' imaginations. Imagine an Elsa dress with a snowflake jewel that sings “Let It Go” when pressed or one with a cape covered in flowers inspired by *Frozen Fever*.

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Learn more at DisneyRewards.com
FALL 2015



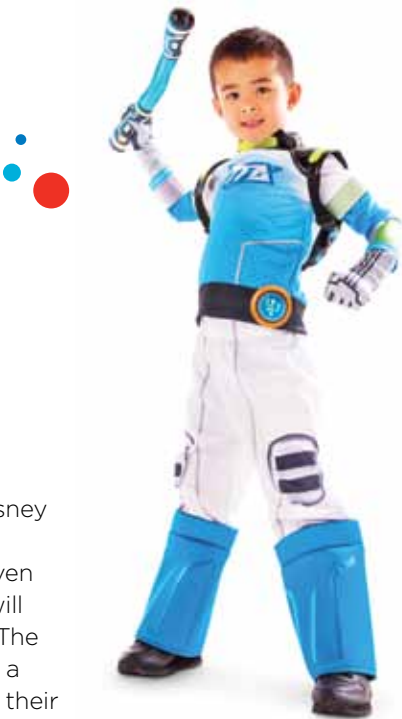
This year for the first time, Disney Store is offering an exclusive Princess Leia costume, and even more *Star Wars*™ costumes will be appearing in September. “The *Star Wars* costumes give kids a way to express other parts of their personalities,” says Pritti. “We will also have some cool costumes inspired by Disney Channel’s hit Original Movie ‘Descendants.’ Be sure to check out Mal and Evie’s costumes with rhinestud details and gloves to complete the look. They’re edgy and fun!” says Pritti. Or let your little ones express their inner superhero with perennial favorites, Iron Man, Captain America, Thor and Hulk, as well as Ultimate Spider-Man.

But it’s the special touches and details that make the costumes come to life. You’ll find Peter Pan, Captain Hook and Jake swords that make clanging sounds, a *Miles from Tomorrowland* costume with a light-up back harness and detachable “Laserang,” plus a *Cars Racing Crew* Headset that makes engine sounds and a cool *Planes Aviator* Headset with sound.

“Every year, we ask ourselves how we’re going to top the previous year,” Pritti says. “But the costume design team is so creative and collaborative, developing the next great idea becomes like a treasure hunt. Role play is such an important part of a being a child. It’s exciting to create these costumes that kids love to wear.”

So make this Halloween shine with your princess, superhero or little villain when you use your Cardmember savings of 10% on select merchandise purchases of \$50 or more at Disney Store and DisneyStore.com.²

With so many costumes to choose from, you’re sure to light up imaginations and make the Halloween season shine.



Rediscover the Humor and Heart of Disney’s Aladdin

Poor boy meets rich girl, falls in love and overcomes tremendous obstacles to win her heart and hand. It could be one of a million stories, but under the magic touch of Disney storytellers, the archetypal tale

took on the power and enchantment of a magic carpet ride to become Disney’s *Aladdin*. The film, which premiered in 1992, took us into a whole new world and gave us unforgettable characters and songs we’re still humming today. Now the magic, mystery and music of *Aladdin* is available to discover all over again for the first time on Digital HD and Disney Movies Anywhere September 29, 2015 and Blu-ray or Combo Pack October 13, 2015.

But like so many beloved Disney stories, the path to triumph for the heroes—in this case the amazingly talented Disney storytelling team—wasn’t always an easy journey.

As part of the creative process, the story went through many twists and turns. Yet, once again, just as in so many stories, with perseverance, hard work—and perhaps a little help from Disney magic—the storytellers prevailed. And like its hero, *Aladdin* went from being a “diamond in the rough” to a classic gem of Disney animation.

Led by directors John Musker and Ron Clements, the original film development work underwent significant changes. Some characters were eliminated and others added. New songs and scenes were developed. And *Aladdin* changed from a younger street urchin to a young man with a lot of bravado and big dreams.

With its nefarious villain and his hilarious hench-parrot, wisecracking shape-shifting Genie, strong-willed beautiful princess and bold, streetwise hero, every moment of the film is packed with humor, action and heart.

Today, the film’s overall artistic style and use of computer animation for the scenes in the Cave of Wonders and the Magic Carpet is considered breakthrough animation filmmaking. But where *Aladdin* really broke the Disney animated film mold was in its humor. “More than any other film before it, *Aladdin* was an all-out comedy,” says

Ron. “Humor is always part of Disney films, but in this one, the comedy came first.”

“*Aladdin* had an irreverent, contemporary humor that was very different from previous films, and it set a new direction for many films which came later. It created a new template,” John adds. “We also broke the fourth wall, letting Genie talk directly to the audience.”

But they knew they had to be careful with the humor, not letting it overpower the heart of the film. “We weren’t sure if we could have the humor and still tell a story with characters that would resonate emotionally with the audience. That was the tightrope we were on,” says John.

“A lot of the humor and the heart in the film come from *Aladdin*’s relationship with Genie,” Ron says. “*Aladdin*’s romance with Jasmine is important, of course, but the film is really a buddy movie—about two friends whose friendship is tested. The audience really wants *Aladdin* to remember and keep his promise to Genie.”

“You never know if you’ve succeeded until you see the audience’s reaction,” Ron concludes. Years later, it’s obvious that the filmmakers at The Walt Disney Animation Studios succeeded. Now, *Aladdin* shines again with enchanting features that immerse viewers in a whole new world of wonder, mirth and magic. Use your *Disney Dream Reward Dollars* for vouchers to redeem toward your own copy and bring home a gem of a film.^{1,7}



Learn more at DisneyRewards.com
FALL 2015

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A Fantastic View of “Fantasmic!”

When Mickey Mouse pulls out all the stops with his imagination to battle the powers of evil, the magic sizzles and the night ignites.

Imagine pyrotechnics, fountains of water, waves of flames and a dazzling spectacle that could only be named “Fantasmic!” Now, imagine yourself experiencing it from a special reserved viewing area—after enjoying a delicious 3-course table service meal.

As a Cardmember, you can use your Cardmember perk to save 10% on the new “Fantasmic!” dinner dining package at the beloved River Belle Terrace at *Disneyland*® Park, and receive a FASTPASS ticket to a reserved viewing area for a designated showing of “Fantasmic!” with fantastic views of Mickey’s spectacular triumph over the forces of evil.^{6,8} Reservations are recommended.

For 23 years, “Fantasmic!” has awed and amused Guests. Whether you see it for the first time or the 100th, the show’s combination of music, water projections, pyrotechnics, special effects and pure dazzlement never ceases to amaze.

“It was—and is—a breakthrough show,” says Carla Carlile, Show Director, Creative Entertainment for Walt Disney Parks and Resorts. Carla, who was on the original development team, recalls how the idea began. “The *Disneyland*® Park executives wanted to do a water show, and The Rivers of America seemed like the ideal place,” she says. In 1991, Barnette Ricci, the first show director, happened to see mist screen projections while on a tour of France. It was the spark—or in this case, splash—she needed to begin creating something entirely new. After

weeks of watching the animated Disney films, Barnette chose the scenes that would tell a story about Mickey Mouse using his imagination to conjure up characters and stories in his battle between good and evil.

There are 44 performers plus 5 professional stunt performers, some of whom take on 2 or 3 roles during the 23-minute show. “One of our biggest logistical challenges every night is getting everyone into position on stage. When we were rehearsing for the original opening, we used stop watches to get positioning down to the exact second. But it always works, thanks to the total commitment of everyone involved. There’s a sort of magic that happens when people are so happy to be part of something as wonderful as this.”

Originally titled “Imagination River Spectacular,” “Fantasmic!” took close to two years to complete. The team drained The Rivers of America, dry-docked the Mark Twain Riverboat and the sailing ship, The Columbia, and overhauled Tom Sawyer Island. Hundreds of costumes were created, and the performers had to learn new skills—such as learning to dance on the moving barges. “Boats are not exactly a steady dance floor,” Carla says with a laugh.



The film footage was edited, adapted and rescored with new music. “The challenge,” composer Bruce Healey once said, “was to reflect all the different emotions and attitudes in the films.” Bruce’s brilliant work includes original themes that range from whimsical and romantic to sinister and heroic. He also wrote fresh orchestrations of existing music.

To his magnificent score, pink elephants parade, flowers bloom and puppets dance on 30-foot-high, 50-foot-wide mist screens over The Rivers of America. Brightly lit and decorated barges float past bearing the Disney princesses and their princes. Pirates battle Peter Pan aboard The Columbia, King Louie and his troupe of multicolored orangutans dance to a lively beat and a grinning, hundred-foot-long Kaa slithers onto the scene on a pinnacle of Tom Sawyer Island.

When the Evil Queen from Walt Disney’s *Snow White and the Seven Dwarfs* appears on the peak of Tom Sawyer Island to drink her potion and transform in a puff of smoke into the old Hag, the music grows more ominous and suddenly, a formidable array of villains are on the scene eager to work their wiles to vanquish Mickey. But flames, smoke, fireworks and dragons can’t stop the intrepid little sorcerer from proving that you just can’t keep a great imagination down!

“There’s love and romance, adventure, whimsy and humor—every emotion we experience from a Disney film is captured in ‘Fantasmic!’,” Carla points out.

“One of the most unique things about ‘Fantasmic!’ is the mix of technology and live performers,” Carla says. “The combination of animation and live-action really helps bring the stories to life.”

“There were many things we had to learn to seamlessly incorporate the technology of the time. It was just coming of age in 1992, and working with it was new to everyone,” Carla reminds us. Over the years, changes and updates have been made to incorporate advancing technology, including new barges with LED lighting, digital projections and cutting-edge sound and light systems. New characters have joined—or returned—to the cast. Tick Tock, Captain Hook’s crocodile nemesis, is back with articulated movements and animation to harass Hook. All of this excitement leads up to the grand finale where the fully-animated Maleficent dragon rises to an astounding 45 feet into the air and is more delightfully chilling than ever!

“I remember when we first started developing ‘Fantasmic!’,” Carla recalls. “We were so excited about the adventure. It was groundbreaking. And our excitement has never dimmed. We all love this show and we are always thinking about new ways to make it even more spectacular.”

Twenty-three years later, Guests are still fascinated, awed and moved by it, and its popularity continues to grow like Mickey’s imagination. “The show’s legacy to all the Disney Theme Parks can’t be underestimated. It was the first show of its kind,” Carla points out. “‘Fantasmic!’ laid the foundation for and inspired so much creative thinking for subsequent spectaculars. I suppose in a way you could say it changed nighttime entertainment at Disney Theme Parks forever.”

“‘Fantasmic!’ has a special appeal to everyone involved, from Guests to Cast Members,” says Kevin Gidden, Operations Manager, Westside Attractions. “I have Cast Members who enjoy this show so much, they have worked it every night it has run. They love it today as much or more than when they first started.”

“I think Guests return again and again to experience the show because they know they are seeing and sharing something truly wonderful,” Carla concludes. “‘Fantasmic!’ is simply Disney storytelling at its best.”

CARDMEMBER MEMORIES

“I save up my points all year so that for my birthday I can treat my friends and family to a special day at Disneyland. We try something new each year. At the holiday tour last year we reserved seats for Fantasmic! with fabulous snacks provided! It is always a magical experience, made better by sharing it!”

— SUZANNE, CALIFORNIA





From Punk to Prep Designing “Descendants”



What would the kids of Disney Villains be like? Really good at being bad? Chances are you wouldn't want to go to school with them. Yet that's what happens in the Disney Channel Original Movie that has captured imaginations and created a buzz since its premiere this summer.

Invited to leave the Isle of the Lost, where they have been isolated with their villainous parents, to attend an elite prep school in the kingdom of Auradon with the children of Disney heroes, Mal (Dove Cameron), Evie (Sofia Carson), Jay (Booboo Stewart) and Carlos (Cameron Boyce), face a dilemma. Should they follow in their nefarious parents' footsteps, or embrace their innate goodness and save the kingdom?

“Descendants’ celebrates Disney’s great heritage characters,” says Kenny Ortega, Executive Producer/Director/Co-Choreographer. “But with such a brilliant new twist! It’s so unique to create a world around their kids—both the good and the not-so-good. The movie also has a great theme and message. Mal and her friends discover the value of friendship, being part of a family and most of all, the importance of making your own choices about who you want to be.”

“When I first read the script I was so impressed. It was the most original script I had read in years and is a really big idea,” Kenny adds.

Designing the look of “Descendants” was a big challenge for Production Designer Mark Hofeling, too. Yet he loved the opportunities to create such diverse looks and styles.

“I have to admit that design-wise this is my favorite movie,” says Mark. “It is so textural and so weird. We based our concepts around the idea that all these villains used to be witches, evil wizards and pirates. Now they have none of those magical powers and no practical abilities. Nobody knows how to fix a leaky faucet, patch a roof or make a window work. We wanted to show that in the shabbiness, and ramshackle look of the island.”

Mark envisioned the Isle of the Lost as a combination of Alcatraz, a Turkish market and Dickensian London. “It is a very crowded, very dense place crammed with makeshift shelters, buildings and junk jammed into every corner,” he says.

Inspired by the classic colors of Disney Villains, Mark and his team chose a palette of deep black, purple, burgundy and acid green for the island, then coated everything with rust, grime and filth. “We call the palette ‘Dirty Candy,’” he says.

Since the magical bridge between the Isle of the Lost and the kingdom of Auradon represents the first time the Villains’ kids see true magic, Mark and his team wanted it to be the most sparkling “Fairy Godmother-style” magic as possible, so they created a golden



helix of light. It’s the perfect introduction to the bright, shimmering magic of Auradon.

“We wanted to reference the classic Disney films in the architecture of Auradon,” says Mark. “For instance, the cathedral where Ben is crowned is this vast stone gothic space, reminiscent of Aurora’s

christening scene in *Sleeping Beauty*. We told the story of Auradon’s history in the stained-glass windows. So all the characters from the great Disney films are represented in these huge, beautiful windows.”

“Another important site in the film is the Enchanted Lake where Ben takes Mal on a date. It is a gorgeous natural spot and we didn’t want to touch it too much, but getting everything for the filming in and out was rugged,” Mark recalls. “We added a little Greek temple-like ruin for the picnic, but that was about it. When you go to a place so beautiful, you have to really think about what you add. There’s the possibility that if you try to do too much you may take away its magic and beauty.”

“You know, Auradon is almost obnoxiously perfect,” Mark says with a laugh. “Flowers are blooming everywhere. There are bluebirds and peacocks. It never rains. Nobody ever gets sick. And I think it’s as strange and weird to the Villains’ kids as the Isle of the Lost would be to the kids from Auradon. They’ve never seen anything like it.”

Today’s viewers have never seen anything quite like it either. “The architecture may reference the classic Disney film heritage, but we added a layer of modern freshness so it is enticing to younger viewers today—a place they can relate to and imagine visiting,” says Mark.

“It’s a little tricky to revisit the classics and then turn the worlds into places kids of this generation can envision themselves in. It’s sort of ‘once upon a now.’ If we made both worlds real to them, then I’m very satisfied,” Mark says. “Aside from the great sense of fun, fantasy and adventure in ‘Descendants,’ I hope the audience takes away a real hunger to spend more time with these great characters in these two amazing worlds.”

But this is just where the fun begins! From costumes and apparel to toys and “Dirty Candy” nail polish, there are so many ways to use your Cardmember savings of 10% on select merchandise purchases of \$50 or more at Disney Store and DisneyStore.com to make you legendary in the eyes of every descendant in your family.²



The Adventure Continues

Have a house full of “Descendants” fans who want to continue connecting with Mal and her pals? There are lots of fun new ways to keep the adventures going.

- Want to know what happened before the movie? Read the young adult prequel novel, “The Isle of the Lost: A Descendants Novel,” by Melissa de la Cruz.
- Rock like the Disney Villains’ kids to the soundtrack from Walt Disney Records or sing along with a new karaoke app.
- Bring home trendy and cool “Descendants” apparel, stationery, drinkware and electronic accessories from Disney Store and DisneyStore.com.
- Be sure to watch out for the new “Descendants” *Wicked World* animated shorts coming to you on Disney Channel this fall.





Discover a New Way to Explore with Adventures by Disney® Family River Cruises

Imagine bicycling down shady riverside pathways, sampling local wines in quaint taverns and taking archery lessons. These and many more adventures await you and your

family on the new *Adventures by Disney*® family river cruise, especially designed to give you and your family one of the most immersive adventures you'll ever experience.

Beginning in summer 2016, Guests will sail the historic Danube River for 8 days and 7 nights, taking in the sights, sounds, history and beauty of Germany, Austria, Slovakia and Hungary aboard the *AmaViola*, a new ship designed and customized with families in mind by AmaWaterways, a leader in luxury river cruising.

"We mostly sail at night," explains Heather Killingbeck, Director, Program Development and Operations. "That means our Guests have all day to enjoy the all-inclusive excursions and activities we offer, or to explore on their own. It's a wonderful way to maximize Guests' experiences."

"River cruises are quickly becoming one of the most popular ways to travel, and the Danube is the most popular river cruise in the world," Heather explains. "Traditionally, river cruises have been geared more to adults. Our goal was to create a river cruise every age family member would enjoy. As it turned out, when we began planning the cruise about 2 years ago, we realized that this entire part of the world is a wonderful canvas for immersive, interactive, engaging experiences and activities. It is perfect for us to tell its stories—which is what Disney is all about!"

As you board for the first time, you're met by an Adventure Guide who sits with you to make sure each excursion or activity choice you select is a perfect fit for you and your family. Every excursion and activity is included, and you only

need to make decisions 2 days in advance so it's easy to make changes if a new experience or activity sounds tantalizing.

"Our Guides are the sizzle, the magic, the ones who bring the stories to life," Heather says. "They are each geared up with Adventure Guide Camp Counselor tricks and surprises, right down to frisbees and soccer balls, so at a moment's notice, if some of our Guests want to visit a local park to play for a while, they can do it. And of course," she adds, "Guides are also trained experts in great storytelling wherever there are opportunities."

Local guides are also on hand to share their insights and knowledge. "At Schloss Hof castle in Austria, one of our local guides is costumed as a lady-in-waiting for Marie Antoinette. She tells stories from that particular era while guiding Guests around the castle. The tour ends with a waltz lesson in a ballroom."

Whether you want to make marmalade to take home as a souvenir, visit a castle or a salt mine in Salzburg, or learn Austrian folk dancing, a wealth of unique, off-the-beaten-path excursions await you during the day. While onboard, you'll enjoy great dining, Disney movies, guest entertainers, storytellers and fun experiences like pretzel making in the kitchen at The Chef's Table restaurant. It's all part of the magic of travel with Disney—combined in one amazing adventure.

Take advantage of your Cardmember perk and get a promotional APR of 0% for 6 months on select Disney vacation packages purchased with your Disney Visa Card, then pack your bags and prepare for new discoveries around every river bend.⁹ Five sailings are available summer 2016 and two holiday cruises will set sail in December 2016. Visit AdventuresbyDisney.com/RiverCruise for more information.

Celebrate 20 Years of Great Tastes

at the 20th Annual Epcot® International Food & Wine Festival

Presented by CHASE

Bring on the cake and candles! Because this year the Annual Epcot® International Food & Wine Festival celebrates 20 years of delighting Guests with tantalizing food and drink from around the world.

"I've participated in the festival since it began in 1996," says Marianne Hunnel, Area Manager, Park Event Content Development. "It was such a big new idea at the time, and we had no idea how Guests would receive it. Today, it is thrilling to see how it has expanded and how much our Guests have come to love it. The festival originally ran 30 days, now it continues for 53. We started with about 20 food kiosks and now we have 28. In 1996, we had 33 presenters, now we have over 300, and there are 600 programs and presentations for our Guests to enjoy. It has become a destination for Guests who now often plan their vacation to coincide with it."

This year the experts who make the culinary magic happen are honoring the festival's history by bringing back some of Guests' favorite dishes.

"The apple strudel is returning," says Chef Gregg Hannon, Executive Chef of Epcot®, Walt Disney World® Resort. "We're also bringing back chicken sausage with polenta, our classic lobster roll and Lamington—a yellow cake dipped in chocolate and coconut." Perennial favorites that are always on the menu include the potato pirogues with kielbasa, caramelized onions and sour cream, which have been served since the festival's first year, and Canadian cheddar cheese soup, a long-time Guest favorite.

"This year, we're not focusing on any one specific country, but going after a broad range that celebrates the festival's 20 years overall," Gregg says.

"We're delighted to be bringing back some of the celebrity chefs who have participated in the festival over the past 20 years," Marianne adds. "They'll be giving us their viewpoints



and insights about how things have changed at the 'What's Cooking?' plated brunch event on select Fridays and Sundays."

"But the celebration isn't just about nostalgia," Chef Gregg explains. "We're expanding the marketplaces and adding some exciting new offerings including a special burger-tasting event."



Those who love to savor new sips will also find offerings of special craft beers available only during the festival. "Twenty years ago, our beverage program wasn't nearly as extensive. The choices were a bit more mainstream," Marianne recalls. "Today we seek out specialty craft brews that Guests are probably not going to be able to experience in many other places."



Gregg's advice for making the most of your visit is to head to the Festival Center for a guidebook that lists all the menu items and beverage pairings, special events, culinary demonstrations and more. Then simply stroll and sample.

To enjoy every morsel, make sure you also take advantage of the Chase Lounge exclusively for Chase Cardmembers, including Disney Visa Cardmembers, where you can relax and refresh with a cool beverage while meeting

others, and trade tips and suggestions for where to go and what tastes to try. Visit DisneyRewards.com/FoodandWine for more information about the Chase Lounge.

Before the day is over, make sure to treat yourself when you use your *Disney Dream Reward Dollars* to pick up an Epcot® International Food & Wine Festival Chardonnay or Festival Cabernet Sauvignon commemorative wine to take home and enjoy on your own special occasion.¹ Or treat yourself to the new 20th Annual Epcot® International Food & Wine Festival cookbook featuring favorite recipes from all 20 years of the festival. It's the perfect way to create your own Food & Wine Festival at home.

9/25/15-11/16/15
Epcot® admission is required for the Epcot® International Food & Wine Festival. For more information, visit EpcotFoodFestival.com

fall	vacation
entertain	shop

¹Disney Dream Reward Dollars are subject to the terms and conditions of the Disney Rewards Program that you received when you became a Disney Visa Cardmember and are available at DisneyRewards.com/Terms.

²10% off Restrictions: Offer valid only at Disney Store and Disney Baby Store retail locations in the U.S. or orders placed online at DisneyStore.com. A \$50 minimum pre-tax single transaction purchase is required to receive discount. Offer excludes Shipping & Handling, Theme Park Passes, Disney INFINITY, Disney Electronics, DVDs, Blu-ray™, CDs, Video Games, Books, Art & Collectibles, Jim Shore, Lenox®, Enesco Busts and Figurines, Olszewski, Precious Moments, Vinylmation, Limited Edition and Limited Availability merchandise, D23 Memberships, D23 Merchandise, gift cards or certificates, Disney Dollars, The Walt Disney Company Collectible Shareholder Certificate, 3-D printed merchandise, Subscription products, Playmation, personalization, gift wrap and gift boxes and items not in stock. Not valid on purchases at The Disney Studio Store Hollywood & Ghirardelli Soda Fountain Shop. *World of Disney*® locations are not operated by Disney Store and this offer is not valid at *World of Disney*® locations. Cannot be combined with other discounts. No adjustments to prior purchases. Prices subject to change without notice. Products subject to availability. Payment with valid Disney Visa Card and/or Disney Rewards Redemption Card is required. Promotion Code may not be redeemed for cash, sold, or altered. Internet distribution strictly prohibited. Use of offer or Promotion Code DRVCMEMBER constitutes acceptance of these offer terms. Offer may be canceled or modified at any time. Void where prohibited. Chase is not responsible or liable for fulfillment of this offer.

³Attractions and entertainment may be seasonal and are subject to change without notice.

⁴Offers and offer elements including, but not limited to, participating locations, are subject to availability and additional restrictions, and may change or be canceled without notice. Must use a valid Disney Visa Card and/or Disney Rewards Redemption Card to receive special offers. Merchandise discount may not be available for certain items and at certain locations including *Disneyland*® Resort and *Walt Disney World*® Resort Operating Participant locations and any other locations or kiosks that are not owned and operated by the owners of the *Walt Disney World*® Resort and the *Disneyland*® Resort. To receive a merchandise discount, you must mention the specific offer. For entry into the Disney Character or *Star Wars*™ Imperial Meet 'N' Greet Photo Opportunities, must present your valid Disney Visa Credit Card. Not valid in combination with other offers, discounts, promotions or with any previous purchase. Minimum purchase and/or separate admission may be required. Offers are for personal use only and may not be transferred or resold. Please visit DisneyRewards.com/ParkPerks for full terms and conditions for each offer. Chase is not responsible or liable for fulfillment of these Disney Theme Park perks.

⁵A \$50 minimum pre-tax single transaction merchandise purchase is required to receive discount. Must use your valid Disney Visa Card and/or Disney Rewards Redemption Card as payment form and mention this offer. Discount is not valid on previous purchases or on purchases of ticket media, gift certificates, Disney Gift Cards, Park Admission, Arcades, Disney Dollars, tobacco, alcohol, Outdoor Vending (e.g., in-Park balloon vendors, glow vendors), Add-a-Dollar (Wildlife Conservation Fund), postage stamps, rentals (e.g., strollers, ECV), personalization including D-Tech Me figures, *Disney PhotoPass*® online purchases and *Memory Maker*, framed Disney Dollars, Artist Sketch Program, original or consignment art, select limited editions, select specialty items, purchase-with-purchase offers, newspapers/periodicals, videos, DVDs, CDs, sundries, pantry/prepared foods, digital/video/disposable cameras, film, consumer electronics, Titleist® and Cobra® golf equipment, National branded fragrances, treatments and cosmetics, Armani, Hummel, Swarovski® Crystal, Walt Disney Classics Collection, select collectibles, handmade items, special orders, Bibbidi Bobbidi Boutique and Pirate League packages (at *Walt Disney World*® Resort), phone, email or mail order purchases, shipping or taxes or Authentic Hawaiian Collectibles. Discount does not apply at the following locations at *Disneyland*® Resort: Midway Games, Fairytale Arts, Jewel of Orleans, Silhouette Studio, Portrait Artists, Parasol Cart, Heraldry Shop, Crystal Shops (Crystal Arts and Cristal d'Orleans), face painting locations, or at any *Downtown Disney*® District location other than *World of Disney*® Store, D Street, Disney Vault 28, WonderGround Gallery, Marceline's Confectionery, Disney's Pin Traders and Anna & Elsa's Boutique. Discount is not available at Cast Connection, Disney's Character Premiere, Disney's Character Warehouse or *Walt Disney World*® Resort Operating Participant locations and any other locations or kiosks that are not owned and operated by the owners of the *Walt Disney World*® Resort, except for Basin®, Basin White®, Chapel Hats, and kidsHeritage. Offer and offer elements including, but not limited to, participating locations and items, are subject to availability and additional restrictions, and may change or be canceled

without notice. Not valid in combination with other offers, discounts or promotions. Separate admission may be required. Discount is for personal use only and may not be transferred or used to purchase merchandise with the intent to resell the merchandise.

⁶Offer excludes alcoholic beverages, merchandise, tobacco, room service, holiday buffets, tax and gratuity. Must use your valid Disney Visa Card and/or Disney Rewards Redemption Card at time of purchase. Discount valid at the following restaurant locations: *Disneyland*® Park: Big Thunder Ranch, French Market and River Belle Terrace; *Disney California Adventure*® Park: Cocina Cucamonga Mexican Grill, Wine Country Trattoria, and Paradise Garden Grill; *Disneyland*® Resort Hotels: Steakhouse 55, Disney's PCH Grill and Storytellers Café. Subject to restaurant operating hours and closures. Offer and offer elements including, but not limited to, participating locations, are subject to availability and additional restrictions, and may change or be canceled without notice. Not valid in combination with other offers, discounts or promotions. Separate admission may be required. Discount is for personal use only and may not be transferred or resold.

⁷A minimum of 2 reward vouchers per order. Restrictions apply. See voucher for restrictions. Movie Cash®, DVD Cash®, Book Cash™, Game Cash™, Music Cash® and Toy Cash™ are registered trademarks of TPG Rewards, Inc.

⁸Reservations require a credit card guarantee and are subject to a cancellation policy and fees. Limited availability. No refunds or exchanges and cannot be combined with other discounts. Separate Theme Park admission required. "Fantasmic!" may be cancelled without notice due to technical issues or inclement weather. Dining packages will not be refunded and FASTPASS tickets will not be replaced with an alternate show time or redeemed for cash. "Fantasmic!" FASTPASS tickets are valid only for the designated show time on the same day of issuance. Subject to restrictions and change without notice.

⁹Get 0% APR special vacation financing for 6 months on select Disney Resort packages, all *Adventures by Disney*® packages, all *Aulani*, A Disney Resort & Spa, Ko Olina, Hawai'i vacation packages, and all *Disney Cruise Line* packages (collectively, Disney Vacation Packages). Disney Vacation Packages must be booked by you or your travel agent through the *Walt Disney Travel Company*, *Disney Cruise Line* or *Adventures by Disney* Travel Services, Inc. and charged to your Disney Visa Credit Card prior to commencement of your vacation. Other restrictions and exclusions apply. For complete details see your Cardmember Agreement.

¹⁰Must use valid Disney Visa Card (accepted at all locations) or Disney Rewards Redemption Card (Theme Park locations and mail orders only) as payment form. Available while supplies last. Pins are \$11.95 each, plus tax. Separate Theme Park admission may be required for on-property purchases. Other fees and restrictions may apply. Information is subject to change without notice, including, but not limited to, release date, edition size and retail price. In store purchasing limits also apply. Minimum order of 2 pins (and a maximum order of 5 pins) for online and mail order. For online and mail orders, a Ground Service shipping & handling fee of \$4.50 will be added to each order. Express shipping not available on online orders. Applicable sales tax will be applied on California and Florida orders. Guests are responsible for any duties and taxes charged on Canadian/International shipments.

¹¹Advance purchase savings available until one day prior to event date and savings is based on day-of-event prices for the nights of 9/28/15, 9/30/15, 10/5/15, 10/7/15, 10/12/15, 10/14/15, 10/19/15 and 10/25/15. Tickets subject to availability and are valid only for specific event dates and hours. Space is limited. Must use a valid Disney Visa Card for purchase and may not be combined with other discounts or promotions. Limit eight (8) tickets per person, per event date. Online purchases unavailable on day of event. Advance ticket price must be purchased by calling 714-781-4400 or at the Main Entrance Box Office; unable to purchase at advance ticket price online. Tickets are nonrefundable and may not be resold. All Dates: No ticket required for Guests ages 2 and under. Costumes subject to Disney guidelines and should not be obstructive or offensive. Subject to restrictions and change without notice. Attraction and entertainment may be seasonal and are subject to change without notice.

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2015 Cardmember Exclusive Pin

Show some sparkle with Tinker Bell's Diamond Treasure Chest pin.

Adorned with colorful jewels and glitter, Tinker Bell shines in this new specially designed open edition pin commemorating the *Disneyland*® Resort 60th Anniversary Diamond Celebration. The pin is available for \$11.95 plus tax when you use your Disney Visa® Card to purchase at the following Disney Park locations or online at DisneyRewards.com/Pin while supplies last.¹⁰

fall	vacation
entertain	shop
offers	



The 2015 Cardmember pin is now available for purchase at the following select locations:

At the *Disneyland*® Resort:

- Disney's Pin Traders—*Downtown Disney*® District
- Little Green Men Store Command—*Disneyland*® Park
- Julius Katz & Sons—*Disney California Adventure*® Park

At *Walt Disney World*® Resort:

- Disney's Pin Traders—*Downtown Disney*® Marketplace
- Frontierland Trading Post—*Magic Kingdom*® Park
- Island Mercantile—*Disney's Animal Kingdom*® Theme Park
- Sunset Ranch Pins & Souvenirs —*Disney's Hollywood Studios*®
- Pin Central—*Epcot*®

Mail Order via Merchandise Guest Services by calling 877-560-6477 or *Disneyland*® Merchandise Guest Services via email at Merchandise.Guest.Services@DisneyParks.com

Buy Early and Save

on tickets to Mickey's Halloween Party at *Disneyland*® Park on select nights.

Trick-or-treat in the ultimate Disney neighborhood, *Disneyland*® Park—during Mickey's Halloween Party.

For best selection of dates, get your tickets today and save:

Cardmembers can enjoy a special price of \$63 on advance tickets for select dates in September and October when you use your Disney Visa® Card to purchase your tickets.¹¹

Visit DisneyRewards.com/Treat for details.

A Delicious Retreat

exclusively for Chase Cardmembers.

Planning on attending the 20th Annual *Epcot*® International Food & Wine Festival September 25–November 16, 2015?

As a valued Chase Cardmember, you have access to the Chase Lounge, where you can enjoy a refreshing beverage, relax in comfort, and discover exclusive events and benefits at this Cardmember-only area.

Visit DisneyRewards.com/FoodandWine for more information.



Mickey's Halloween Party is a non-smoking event. Smoking will be permitted only in the Esplanade outside *Disneyland*® Park Main Entrance.



Visit DisneyRewards.com to learn about your year-round Cardmember perks.