

Also inside this issue:

*My Disney Experience*

Princess Half Marathon Weekend

New faces coming to the stage  
at Disney's Hollywood Studios



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**ON THE COVER:**

Female puppets are front and center at Disney Junior - Live On Stage!

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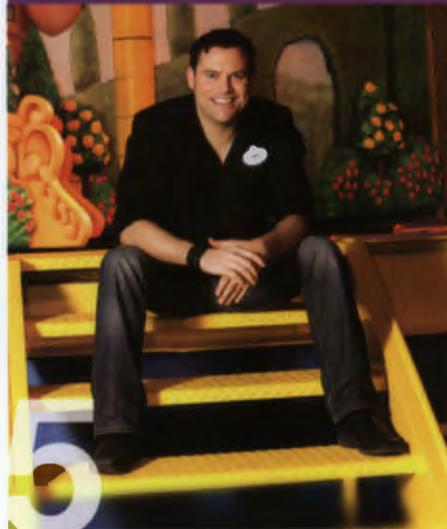
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FEATURE STORY  
 Front and center

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Kick it with us

# Five years running for princesses



BY MELISSA BAUMGAERTNER



Princesses will trade in their glass slippers and lace up their running shoes during the Disney's Princess Half Marathon Weekend Feb. 22-24 at the Walt Disney World Resort.

One of the largest women-specific running events in the nation, the Disney's Princess Half Marathon Weekend is celebrating its fifth anniversary, attracting more than 35,000 runners.

"runDisney races are unique in the industry because we can offer what no one else can – the Disney Difference – and our growth represents the popularity of that ideal. Disney's Princess Half Marathon gives ladies an opportunity to experience not only a Disney race but a race they can run with their mothers, sisters and best

friends," said Michelle Maretti, runDisney event manager.

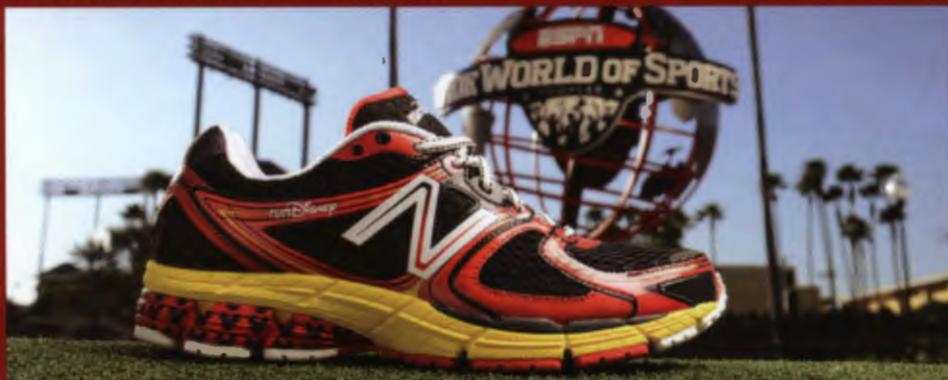
Participants from all around the globe will take part in the 13.1-mile journey through Magic Kingdom Park and Epcot. Along the course, they will revel in Disney entertainment, characters and a run through the royal Cinderella Castle.

Weekend events also will include the Mickey and Minnie Mouse Royal Family 5K and runDisney Kids Races on Saturday, followed by the half marathon on Sunday. The Disney's Fit For A Princess Expo at Disney's Coronado Springs Resort will showcase the latest running apparel and equipment, as well as a speaker series featuring running experts such as Jeff Galloway.

*Find more details on [The Hub](#) >> [Work](#) >> [Disney Sports](#) >> [runDisney](#).*

## Running with New Balance

BY MELISSA BAUMGAERTNER



Walt Disney Parks and Resorts and New Balance recently announced a strategic alliance that includes exclusive footwear, running-specific initiatives and co-branding opportunities.

This exciting alliance allows New Balance to be the official athletic shoe of the Walt Disney World Resort, Disneyland Resort and the ESPN Wide World of Sports Complex. New Balance also is the official running shoe for runDisney race weekends, the official baseball shoe of amateur baseball events and the title sponsor of the track & field facility at the sports complex, home of the annual Walt Disney World Cross Country Classic and Disney's Track & Field Spring Training for high school and collegiate teams.

"Our relationship with New Balance complements our company's efforts to provide healthy options for families during their Disney vacation," said George Aguel, senior vice president, Disney Corporate Alliances. "We are excited about this new agreement and look forward to working with New Balance."

To recognize this alliance, a men's and women's limited-edition runDisney running shoe was designed to feature two favorite Disney characters – Mickey Mouse and Minnie Mouse.

These unique shoes only will be available for purchase at runDisney Health & Fitness expos, special events and branded pop-up shops located at the ESPN Wide World of Sports Complex.

# Meet the WDW Team

BY LARRY TRUONG



## What are some of your responsibilities?

“The team develops partnerships with diverse companies and professional associations to drive strategic and business benefit to Disney via catering/convention revenue and driving spend via supplier diversity. We also form relationships that access diverse talent for recruitment into Disney.”

## What do you love most about your role?

“I love that it’s a nice blend of driving business, influencing a positive image of Disney among diverse segments and community engagement.”

## What’s a unique project you have been part of?

“Graduates from every branch of the military and a wide range of class years gathered together on property for a three-day event called the Diverse Service Academy Graduates Super Reunion. It allowed us to use a variety of our Disney assets such as the ‘Heroes Work Here’ recruiting initiative and Youth Markets content.

It was a great opportunity for graduates and veterans to learn more about employment with Disney. It also allowed us to showcase our parks and resorts with the goal of driving future leisure visitation as well as booking the event again in two years.”

## How does Disney choose which businesses to partner with?

“This varies by business need and marketplace trends. If there is an organization whose mission, programs and constituents align with our needs from a growth, reputation management, talent or supplier diversity perspective, we seek them out. We recently formed a partnership with the Central Florida Brazilian Chamber of Commerce because of recent growth trends with this segment.”

## What is your fondest Disney memory?

“Being a part of the launch of Princess Tiana. I felt proud as a consumer and even more proud as a Cast Member. It was a demonstrative example of Disney’s commitment to diversity.”

### NAME:

Belinda Frazier

### ROLE:

Senior manager,  
Minority Business  
Development

### HOMETOWN:

New York, N.Y.

### YEARS WITH THE

COMPANY: 9

YOU ARE KEY

# It all started with a ... puppet

BY JAMES SILSON

The Production team and talented Cast Members at Disney Junior – Live On Stage! have built a show with incredible energy and life. As the show’s director, I’m reminded of a time when I, too, was part of this cast of puppeteers, opening the original Playhouse Disney – Live on Stage!

My Disney journey started as it does for so many – visiting the parks with my family. I grew up traveling the country, singing professionally onstage with my parents and siblings. It’s no surprise that on my first trip to the Walt Disney World Resort, I was excited by the live shows and parades. Here, I was introduced to the magic of puppetry brought to life onstage at shows like “The Voyage of the Little Mermaid” and “Legend of the Lion King.”

When my family relocated to Florida, I auditioned for Disney and was cast as a puppeteer in “Pocahontas and her Forest Friends” for the opening of Disney’s Animal Kingdom Theme Park. I threw myself into that show, learning this new skill and challenging myself to create the most lifelike performance I could.

Later I was given the opportunity to be a puppet specialist, teaching and developing other puppeteers. Eventually I was promoted to the position of puppet master for the openings of the Playhouse Disney – Live on Stage! shows in Florida, California and Paris. Following those experiences, I was asked to join the show director team. I then directed the rebranding of the show to Disney Junior and now am directing the new segments for “Sofia The First” and “Doc McStuffins,” – adding my creative vision to what has become a staple of Disney’s Hollywood Studios.

What I find inspiring is that our Production team consists largely of former puppeteers like myself, including our Production stage manager, puppet specialists and the puppet master at Disneyland Resort – who happens to be my twin brother!

I’ve been on an incredible Disney journey so far, thanks to great support along the way from excellent leaders who saw potential in me. However, it also has taken hard work, determination and the dedication to do the best I can, every time I get the opportunity to do it.

*James Silson is a show director with Walt Disney Parks and Resorts Creative Entertainment.*





## FAN MAIL

# Making a deal with Marcus

BY JAY HAMBURG

Irene Marrero was confused and a bit exasperated. Her 5-year-old son, Marcus, was refusing to get on the rides at Magic Kingdom Park. And these were the very same ones he loved when he was 4.

It was driving his parents to distraction. Indeed, they wondered if this would be the end of their annual visits to the Walt Disney World Resort. As they approached Big Thunder Mountain Railroad, Marcus hesitated. Then he and his dad started talking to a couple of Cast Members who were standing nearby. It was Custodial Host Justin Regula and his manager, and they could tell by the boy's questions that he was worried.

*"Marcus wanted to ask Justin and his manager about Thunder Mountain," the West Palm Beach, Fla., mother wrote in a letter of thanks. "And they were both so sweet to take ... about 10-15 minutes to talk to Marcus and us. ... Justin said to Marcus, 'Let's make a deal.' If Marcus agreed to ride Thunder Mountain, he would get us onto Pirates of the Caribbean. Marcus, at first, said no way, but then he agreed."*

After a fun ride down Thunder Mountain, Marcus was happy to see Justin waiting and ready to escort the family over to the Pirates attraction and into a boat. When their boat docked, Justin was waiting again.

*"He gave Marcus a gold necklace with a gold doubloon that was magical. ... After that night, Marcus, with the help of his magical*

*doubloon, rode every ride we asked him to! ... My husband and I were sincerely grateful to Justin for ... boosting the confidence level of our son to unimaginable heights!"*

Marrero said they are definitely coming back and hope to see Justin when they do.

She added: *"P.S. Marcus asked me if he could wear his magical doubloon to school tomorrow for his math test!"*



My husband and I were sincerely grateful to Justin ...



## MAGICAL MOMENT

# A future star is born

BY LARRY TRUONG

Each day countless Guests audition for the chance to perform at the American Idol Experience at Disney's Hollywood Studios. And although one must be at least 14 years old to sing and compete here, younger Guests can be crowned future stars.

Seven-year-old Megan Abbot from Nashville, Tenn., was a superstar even before she stepped into the audition facility. With the help of three fairy godmothers, she arrived dressed at the theme park in a pink outfit with a white

fur shawl and matching streaks of pink and glitter in her hair. She had the look down pat. Now it was time to prove she had the talent.

From the attraction's list of 158 songs, Megan chose to sing 30 seconds of "Call Me Maybe" by Carly Rae Jepsen.

"It's, like, my second favorite song right now after 'Gangnam Style,'" she said.

With the trained voice of a church choir singer, Megan's a cappella rendition

blew away Casting Director Nikki Alvarez and Producer Dan LoBuono. The show's team recognized her rare talent by naming her a "Future Star."

Along with her new title, Megan was given a commemorative lanyard, VIP seating for her and her family at the American Idol Experience show that day, and the opportunity to perform in front of park Guests before the Pixar Pals Countdown to Fun! parade.

"My dad said all of my choir practices have finally paid off," Megan added.

# A closer look at *My Disney Experience*

BY HEATHER DAUPHINY

As we prepare for the implementation of *MyMagic+* and take the Disney Guest experience to a new level, we'll be looking at each element through interviews with subject matter experts. This conversation focuses on *My Disney Experience* with Jay Schneider, vice president, Product Strategy and User Experience for Walt Disney Parks and Resorts Online.

## What is *My Disney Experience*?

"Basically it's a digital guide to [the] Walt Disney World [Resort]. It gives Guests the information they need to create a great vacation from home, and the mobile version gives them real-time access to all of the information they need when they're here. The mobile version is now our official app – and it's free!"

## What's included?

"It includes some really amazing maps that let you explore our property like never before. It has the most up-to-date information about dining – including real-time availability – attractions, wait times, height requirements, [and] times for shows and parades. One of my favorite features on the mobile app that Guests can choose to use is 'Here & Now,' which instantly finds the attractions, dining and even restrooms in the park closest to where they are."

## Can you see dining reservations in *My Disney Experience*?

"You can *make* dining reservations there, and there's an option to link existing reservations, including dine and resort reservations, to your account. You also can manage these reservations and even view ticket entitlements linked to your account."

## Will *My Disney Experience* change as *MyMagic+* rolls out?

"We'll definitely be adding functionality as components of *MyMagic+* are made available to our Guests. We'll also be actively listening to Guest and Cast feedback, and adjusting to continue to make this awesomer. Yes, I'm claiming 'awesomer' is a word! It's truly going to be a constant companion for Guests – before, during and after their visit to [the] Walt Disney World [Resort]."



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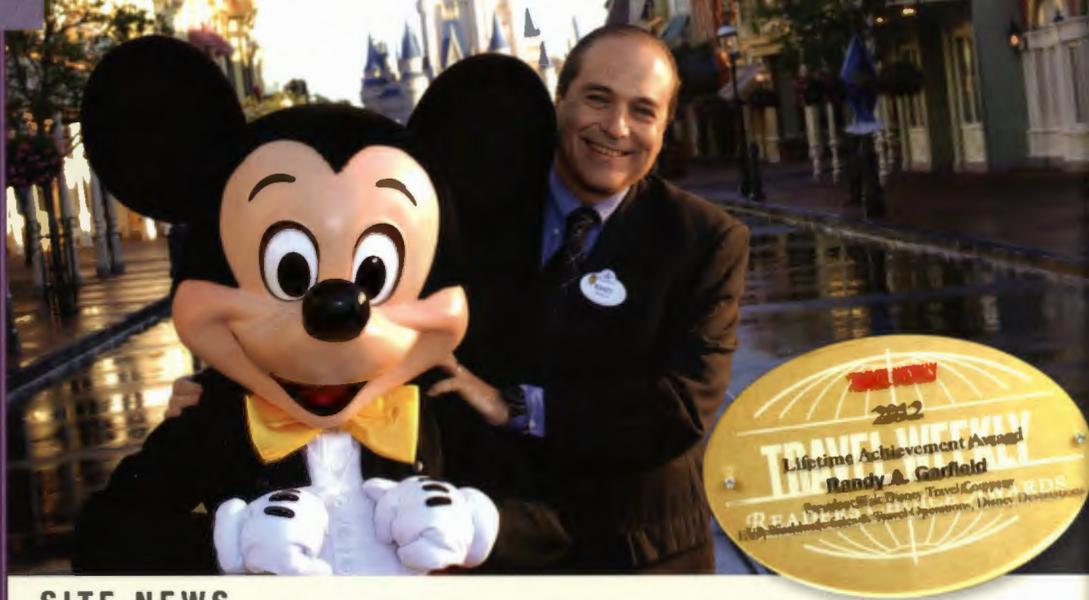
## HISTORY & HERITAGE

# Journey Into Imagination opens at Epcot



"From head to tail, he's royal purple pigment, and there, voilà! You've got a Figment!"

On March 5, 1983, Epcot Guests first took flight aboard this Future World attraction with the Dreamfinder and his imaginary dragon companion, Figment, to witness the amazing feats of creativity they've amassed in their Dreamport. In 1999, Dr. Nigel Channing of the Imagination Institute (played by Eric Idle) transformed the attraction into Journey Into Imagination, and in 2002, the plucky dragon returned as his costar in Journey Into Imagination with Figment. Focusing on how the five senses unlock the power of imagination, the attraction still features the original theme song, "One Little Spark," composed by the Sherman Brothers.



## SITE NEWS

# Garfield receives travel awards

Randy Garfield, executive vice president of Worldwide Sales & Travel Operations for Disney Destinations and president of Walt Disney Travel Company, recently received the Readers' Choice Lifetime Achievement Award from "Travel Weekly" and the Diamond Award from the Southern California chapter of the American Society of Travel Agents. These honors are bestowed on those who have made unique and extraordinary contributions to the travel industry.

In his acceptance remarks, Randy referenced his long-held belief that travel can serve as a force for diplomacy and

peace throughout the world. "Travel Weekly PLUS" Editor-in-Chief Diane Merlino conducted a follow-up interview with Randy, where he expounded on that view. Citing his 42-year career in the travel industry, he said, "As we expand our horizons through travel, we begin to understand that the world's a huge and wonderful place and ... we become less ethnocentric and more globally minded."

*Merlino's full interview with Randy is available on The Hub >> Walt Disney World >> WDP&R Featured Stories >> Randy Garfield receives award, talks peace in travel and tourism.*

- Robert Koontz

## Your pay, your choice

Choose to have your pay loaded to a Visa prepaid card that can be used anywhere Visa is accepted. The prepaid card also includes a Pre-Check option that can be cashed for all or part of your balance.



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**Better control over funds** - Manage and track all your spending online or by phone.

**Clear communications** - Sign up for email or on-demand, text-message balance alerts.

**Always know your balance** - Get balance updates any time via the Web or text messages, or at ATMs.

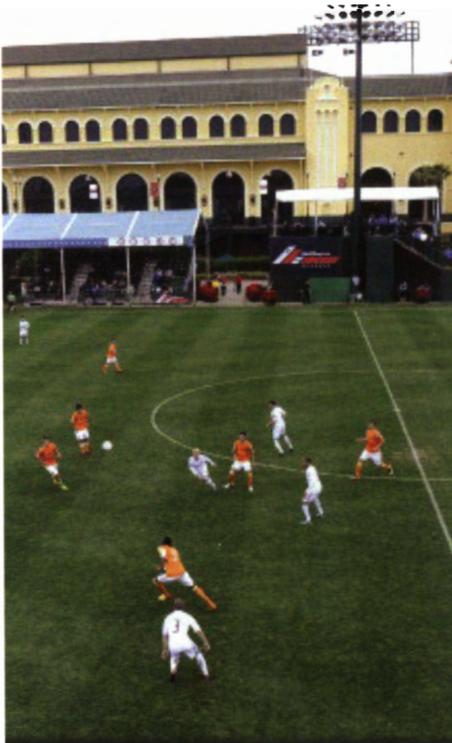
For more information visit [The Hub](#) >> [Quick Links](#) >> [Payroll Services](#).

- Jamie Jacobsen

# Kick it with us

## Disney Pro Soccer Classic Championship ends Feb. 23

BY MATT SMEDEROVAC



On Feb. 23, catch the final four games of this year's Disney Pro Soccer Classic at the ESPN Wide World of Sports Complex. Come enjoy the thrilling matches between top professional soccer teams in one of the most entertaining and unparalleled environments.

This year's classic welcomed eight competing teams – six Major League Soccer teams and two second division professional teams from Orlando and Tampa. The teams are:

- Sporting Kansas City • Toronto FC • Philadelphia Union
- Columbus Crew • DC United • Montreal Impact
- Orlando City • Tampa Bay Rowdies

The matches will start at 1 p.m. with the fourth-place game, followed at 3 p.m. by the third-place game and at 6 p.m. by the second-place game, and will end at 8 p.m. with the championship game.

"This event offers our local communities a wonderful opportunity to witness eight professional soccer teams compete, and with all the games taking place at the ESPN Wide World of Sports Complex, it gives the fans greater opportunities to get pictures, autographs and have an experience that is not offered anywhere else," said Patrick Dicks, manager of Sports Development.

Whether you are a soccer fan or simply looking for an enjoyable outing, the games will provide entertainment for everyone.

*Cast Members receive a discount on admission. For more information about the Disney Pro Soccer Classic, visit [www.disneyprosoccerclassic.com](http://www.disneyprosoccerclassic.com).*

## Safety is nothing to be silent about



### How do you speak up for safety?



*"The first thing is to keep everything organized and clean. At work ... the first thing I do in the morning is check to make sure everything is in the right place. If I notice anything blocking the sidewalk or out of place, I make sure to either take care of it myself or contact Maintenance. At home, when my [3-year-old] granddaughter plays,*

*she often leaves toys all over the house. I am ... educating her to pick up her toys so no one trips or gets hurt."*

Ana Nuñez  
Merchandise coordinator  
Disney's Hollywood Studios



*"I conduct daily safety sweeps throughout our stockrooms. During the safety sweeps I always make sure that Cast Members are practicing safe behaviors ..., [including] proper usage of box cutters and stepladders, as well as making sure our Cast is using good SIM [Safety In Motion] techniques. Whenever I see Cast Members having challenges with*

*their safety behaviors, I pull them aside to have a teaching moment with them."*

Eric Swiniarski  
Merchandise coordinator at World of Disney  
Downtown Disney Area

# Give your heart a little lovin'

BY RALPHIE GIRON

It beats about **100,000** times per day, **37 million** times per year and nearly **3 billion** times in an average lifetime. It's your heart.

Unfortunately, more than **2,200** Americans die of heart disease (one every 39 seconds) daily. Preventative steps can help decrease these risks.



## What is heart disease?

Heart disease affects the blood vessels and cardiovascular system. Numerous problems can result from this, many of which are related to atherosclerosis, a condition that develops when plaque builds up in the walls of the arteries, making it harder for blood to flow. If a blood clot forms, it can stop the blood flow. This can cause a heart attack or stroke.



## Women are at greater risk

- Heart disease is the No. 1 killer of women – more deadly than all forms of cancer combined.
- Since 1984, more women than men have died each year from heart disease.
- An estimated 43 million women in the United States are affected.



## Take steps to protect your heart

- Manage your blood sugar
- Maintain a healthy blood pressure
- Lower your cholesterol
- Know your family history
- Stay active
- Lose weight
- Eat healthy

*Keep your heart healthy, and may the  
beat of life continue to help you Be Well.*



## Join Disney's Couch-to-5K Challenge

This spring, trade your slippers for sneakers and join Disney's Couch-to-5K Challenge. No matter what your fitness level or where you live, you can take part in this companywide event May 11 to get fit while having fun.

Go to [disney.active.com](http://disney.active.com):

1. Log in to your Active.com account or create a new one.
2. Commit to the Couch-to-5K Challenge by selecting it as your goal.
3. "Follow" your local wellness champion for information about upcoming training sessions and more.

Taking on the challenge with others is a great way to have fun while getting fit, so grab your kids and start training together as a family – or train with Disney friends and co-workers. By May 11, you'll be ready to run or walk your way to a 5K finish line!

## New Annie Leibovitz portrait features Rapunzel



In a new image by acclaimed photographer Annie Leibovitz unveiled by Disney Parks, Taylor Swift is featured as the spirited princess Rapunzel. The newest "Disney Dream Portrait" was commissioned by Disney Parks for its ongoing celebrity advertising campaign, which debuted in 2007.

The Leibovitz image, which will appear in upcoming issues of "Vanity Fair," "InStyle" and "People," is titled "Where a world of adventure awaits." (*Annie Leibovitz for Disney Parks*)

## MEDIA NETWORKS

### Join Hyperion book club

Hyperion has started the Hyperion Book Club online via Yammer, the enterprise social network of The Walt Disney Company. Its first selection is "Love in Maine," the new novel from Connie Falconeri of "General Hospital."

The debut of the online book club will offer employees the opportunity to download and read selected Hyperion books before they are published and through Yammer discuss, share feedback, meet authors and make friends with participants from across the company. The club also will allow Hyperion to capture and solicit feedback as well as gain the insights and perspectives of employees.

To join, log in to Yammer and search for "Hyperion Book Club" in Groups on Yammer.

## Build a princess bear

Build-A-Bear Workshop, the interactive retailer of customized stuffed animals, has launched its Disney Princess bear and collection of enchanting costumes in stores throughout North America. Guests will be given the royal treatment with paper crowns and jewel stickers to decorate in their own special way. After a crowning and knighting ceremony, Guests will be able to create magical memories with the new Disney Princess bear (\$23), which features a sparkling crown and paw.

"At Build-A-Bear Workshop, we want everyone to feel as special as a princess with a fairy godmother," said Maxine Clark, Build-A-Bear Workshop founder and chief executive bear. "With this new Disney Princess bear and collection of beautiful princess costumes, we invite Guests to embark on a magical journey filled with imagination and adventure!"

Guests can magically transform any furry friend into their favorite princess with these new costumes at \$16 each:

- Belle\*
- Cinderella
- Rapunzel
- Sleeping Beauty
- Snow White\*
- Tiana

(\*available in select stores)

"The new Disney Princess Collection from Build-A-Bear Workshop brings the magic of the Disney Princess world to life by allowing Guests to celebrate their favorite Disney characters and create princess moments of their own," said Elaine Carovilla, director of licensing and hardlines, Disney Consumer Products.



# Front and center

Disney Junior – Live on Stage! adds ‘Doc McStuffins,’ ‘Sofia the First’

BY SHAWN SLATER



Part of the fun at Disney’s Hollywood Studios is getting to experience Disney characters and stories. A regular influx of creative content from The Walt Disney Company keeps the live entertainment in the park fresh. Nowhere has this been more effective than “Where the Magic Begins” for our youngest Guests – at Disney Junior - Live on Stage!, which has just added characters from “Doc McStuffins” and “Sofia the First,” two of the top shows on Disney Junior, the 24-hour channel and morning block on Disney Channel.

Opened in October 2001 as Playhouse Disney – Live on Stage!, the show has been updated over the years to incorporate the newest, most popular shows kids love to watch. The original lineup was structured around “Bear in the Big Blue House” and included forays into the worlds of “Rolie Polie Olie,” “Stanley” and “The Book of Pooh.” “Jojo’s Circus” replaced “Rolie Polie Olie” in 2005, and the entire show was refreshed in 2008 to feature “Mickey Mouse Clubhouse.”



In the show, pals Donald Duck, Daisy Duck and Goofy look for help planning a surprise birthday party for Minnie Mouse. With assistance from Mickey Mouse, Toodles and their friend, Casey, they each step into a story and come away with life lessons and helpful ideas.

Until two years ago, the stories in the show were inspired by the Playhouse Disney series “Handy Manny,” “Little Einsteins” and “My Friends Tigger & Pooh.” In 2011, the



show was renamed Disney Junior – Live on Stage! to coincide with the launch of the Disney Junior programming block on TV. That update also brought the inclusion of the hit show “Jake and the Never Land Pirates.”

The latest version of Disney Junior – Live on Stage! features the Clubhouse gang visiting “Jake and the Never Land Pirates,” “Doc McStuffins” and “Sofia the First.” Doc McStuffins is “in” and really knows her stuff, as she consults the “Big Book of Boo Boos” to help one of her toy friends feel better. Sofia, Disney’s first preschool princess, is learning the royal ropes and needs some help making things magical for a royal ball hosted by her new stepdad, the king.

With the addition of “Doc McStuffins” and “Sofia the First,” Disney Junior – Live on Stage! continues the tradition of bringing new Disney stories to life for Guests.



**JUNIOR** Live on Stage!



# CAST OFFERINGS

## COMPANY D

**Atlanta Braves spring training tickets** – Purchase tickets at the Disney University store. No limit on the number of tickets you can purchase.



**Cast-exclusive shirts** – New Cast Member logo golf and bowling shirts are available. Bowling shirts are \$53.95 to \$61.95. Golf shirts are \$28.95 to \$32.95 (regular discount applies).

**February special** – Receive a 35 percent discount on all Cast-exclusive “Castle Crest” logo merchandise.

## CAST ACTIVITIES, EVENTS & DISCOUNTS

**S.T.A.G.E. performances** – The S.T.A.G.E. Cast club will perform “God of Carnage” by Yasmina Reza and “Impromptu” by Tad Mosel at 8 p.m. March 7-10 in the Ballroom of the Americas at Disney’s Contemporary Resort. Discounted tickets are on sale at [www.StageCentral.org](http://www.StageCentral.org). Email questions or ticketing issues to [sales@stagecentral.org](mailto:sales@stagecentral.org).

**Cast walking league** – Walk or run your way to a healthier you by being a part of the spring 2013

season of the Cast walking league now through March 27. Join the league at the ESPN Wide World of Sports Complex 1:30-2:30 p.m. Tuesdays or 5:45-6:45 p.m. Wednesdays. Designated courses are available for walkers and runners.

**Tax assistance programs** – Free tax assistance is available to qualified Cast Members. Low-cost tax assistance is offered to all Cast Members. Learn more on The Hub >> Cast >> Cast Activities, Events & Recognition >> Income Tax Preparation Program.

# CAST CALENDAR

## House of Blues

- Feb. 21 - Ziggy Marley Wild and Free Tour at 8 p.m.
- Feb. 23 - Dark Star Orchestra – Tribute to The Grateful Dead at 8 p.m.
- Feb. 26 - Menealo Martes at 10:30 p.m.
- Feb. 28 - Cradle of Filth 2013 Tour at 7:30 p.m. Feb. 28
- March 1 - House of Blues, Disco Donnie and Vizion 1 presents Excision at 9 p.m.
- March 2 - Dropkick Murphys at 8 p.m.

## Epcot International Flower & Garden Festival

- March 6- May 19, 9 a.m.-9 p.m.

## ESPN Wide World of Sports Complex

- Feb. 21-April 21 - Disney 2013 spring training: baseball, softball, lacrosse, golf and track & field
- Feb. 22-March 28 - Atlanta Braves spring training
- Feb. 22-24 - Disney’s Princess Half Marathon Weekend

## Business Classified

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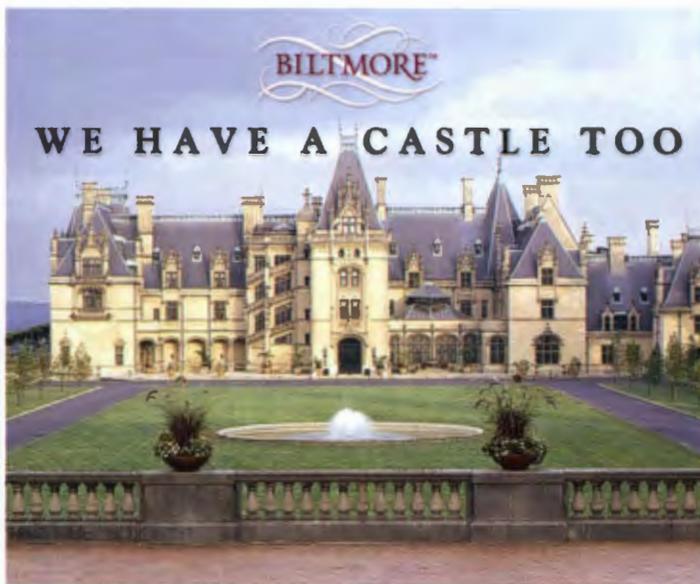
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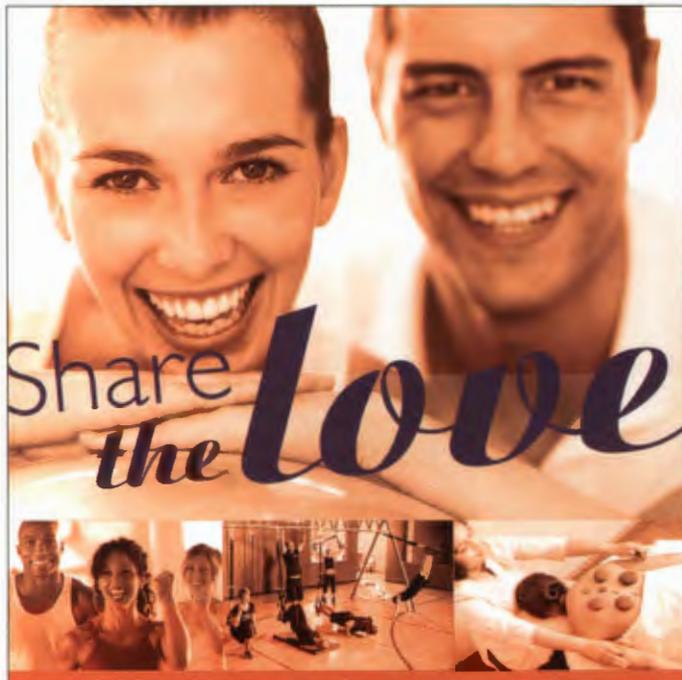


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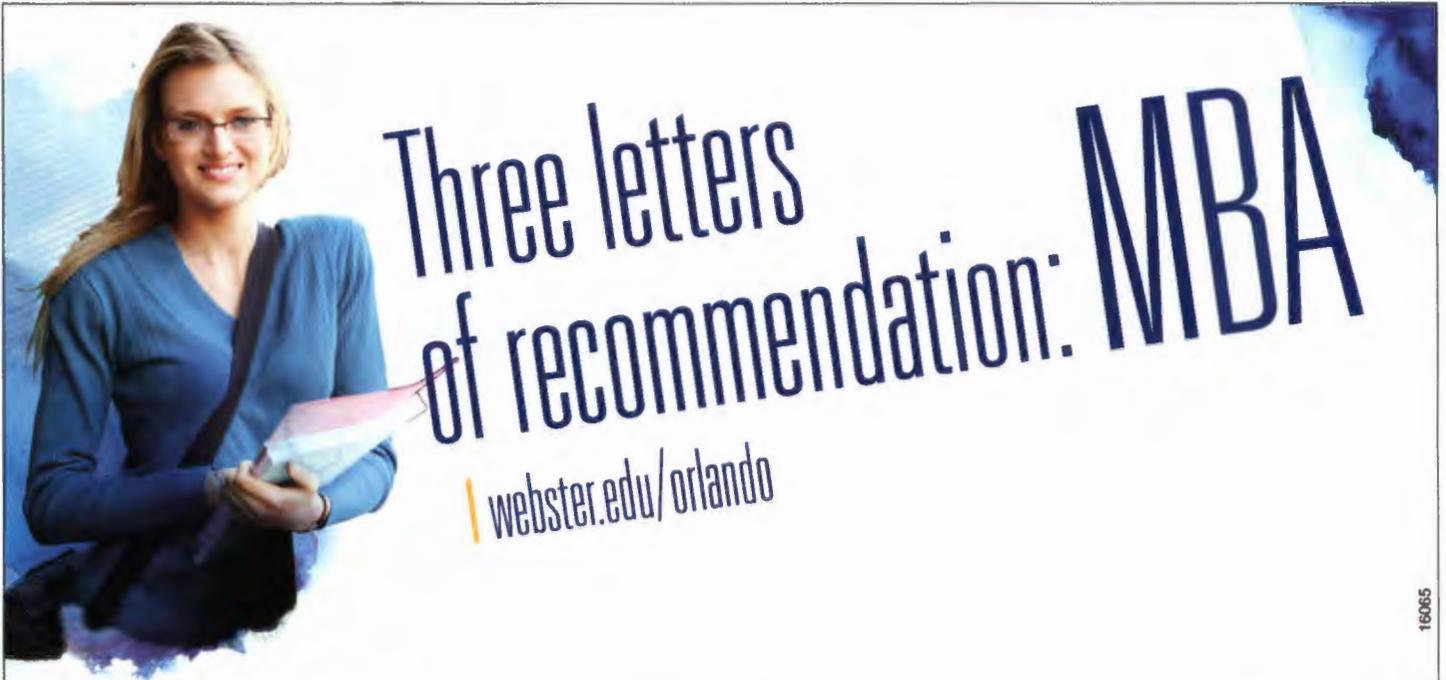
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March 6th

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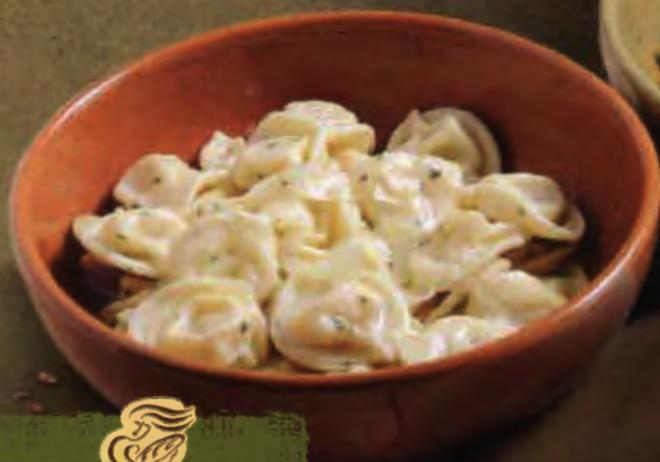
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16486

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