

## DISNEY PARKS, EXPERIENCES AND PRODUCTS

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Disney Parks, Experiences and Products brings the magic of The Walt Disney Company's powerful brands and franchises – including Disney, Pixar, Marvel, Star Wars, ESPN, Twentieth Century Studios and National Geographic – into the daily lives of families and fans around the world to create magical memories that last a lifetime.

When Walt Disney opened Disneyland in Anaheim, California, on July 17, 1955, he created a unique destination built around storytelling and immersive experiences, ushering in a new era of family entertainment. More than 60 years later, Disney has grown into one of the world's leading providers of family travel and leisure experiences, with iconic businesses including six resort destinations with 12 theme parks and 53 resorts in the United States, Europe and Asia; a top-rated cruise line with four ships and plans for three more to be completed in 2022, 2024 and 2025; a luxurious family beach resort in Hawaii; a popular vacation ownership program; and two award-winning guided tour adventure businesses. Disney Imagineers are the creative force behind Disney theme parks, resort hotels and cruise ships globally.

Disney Consumer Products, Games and Publishing includes the world's leading licensing business; one of the largest children's publishing brands globally; one of the largest licensors of games across platforms worldwide; and consumer products at retail around the world.

## EXCITING NEW DEVELOPMENTS

Every Disney experience shares a commitment to excellence in quality, storytelling and guest service that has been a hallmark for our organization since the beginning, and we continue that commitment as we expand our business around the world. Walt Disney once said, "Disneyland will never be completed. It will continue to grow as long as there is imagination left in the world." Building on that spirit, Disney has a multitude of exciting new travel and leisure experiences that have recently opened or are now underway around the world.



At **Disneyland Resort**, Avengers Campus opened on June 4, 2021, at Disney California Adventure. Dedicated to discovering, recruiting and training the next generation of Super Heroes, guests visiting this new land can experience the first Disney ride-through attraction featuring Spider-Man, encounter some of the Avengers and their allies, taste-test inventive food and drinks and more.

**Walt Disney World Resort** kicked off "The World's Most Magical Celebration," on October 1, 2021, honoring the resort's 50th anniversary. To celebrate, new decorations and experiences are coming to all four theme parks, including a new nighttime spectacular *Disney Enchantment* at Magic Kingdom Park and *Harmonious*, one of the largest spectacles ever created for a Disney park, at EPCOT. Numerous new projects are also underway, including *Guardians of the Galaxy: Cosmic Rewind* and *Star Wars: Galactic Starcruiser*, both opening in 2022.

**Tokyo Disney Resort** recently opened a new *Beauty and the Beast*-inspired area and *Big Hero 6*-themed attraction at Tokyo Disneyland. At Tokyo DisneySea, an eighth themed port is in development featuring the worlds of *Frozen*, *Tangled* and *Peter Pan* as well as a new deluxe hotel.

At **Disneyland Paris**, the recently opened Disney's Hotel New York - The Art of Marvel, immerses guests in New York culture and vibrant energy while celebrating Marvel Super Heroes with a contemporary Art Deco style. At Walt Disney Studios Park, *Cars ROAD TRIP* and the new *Disney Junior Dream Factory* show recently premiered as an ongoing transformation will add new themed areas and experiences.

**Hong Kong Disneyland Resort** is experiencing a multi-year expansion including the recent debut of the Castle of Magical Dreams, serving as a beacon of courage, hope and possibility at the center of the park. Guests will be able to experience the world of *Frozen* like never before in a new immersive area featuring two exciting attractions.

**Shanghai Disney Resort** has announced its second expansion, which will bring the world of *Zootopia* to life, with a brand-new attraction, entertainment, merchandise and food and beverage offerings.

**Disney Cruise Line** will nearly double the size of its fleet, with three new ships in development, beginning with the *Disney Wish*, making its maiden voyage in summer 2022. Families will embark on an adventure with Mickey Mouse and Minnie Mouse aboard the first-ever Disney attraction at sea, enjoy all-new dining experiences including a *Frozen*-themed theatrical restaurant featuring modern and family-friendly fare, *Beauty and the Beast*-inspired fine dining for adults and "Avengers: Quantum Encounter," Disney Cruise Line's most ambitious dining experience ever, among much more.



## CONSUMER PRODUCTS, GAMES AND PUBLISHING

Our business brings beloved brands and franchises into the daily lives of families and fans through products and experiences that can be found around the world, including on the shopDisney e-commerce platform as well as at Disney Parks, local and mass-market retailers and Disney stores globally. The business includes the world's leading licensing business; one of the world's largest children's publishing brands; and one of the world's largest licensors of games across platforms.

- President Joe Biden and First Lady Dr. Jill Biden brought Christmas Eve cheer to the Children's National Hospital in D.C. for kids. Dr. Biden read *Olaf's Night Before Christmas* to kids in front of the hospital's Christmas tree, which was also broadcast in children's rooms at the hospital. Disney Publishing provided copies of the book for each patient to follow along with the First Lady.
- EA and Lucasfilm Games announced three new *Star Wars* games in development with Respawn Entertainment, including a *Star Wars Jedi: Fallen Order* sequel, a new first-person shooter and a strategy game.
- The 10th annual Magic of Storytelling campaign kicked off in February 2022, in collaboration with Disney Publishing and First Book, a nonprofit organization that puts new books and educational resources into the hands of educators who serve children in need. For every book purchased on shopDisney.com now through December 31, 2022, Disney will donate a book to First Book (firstbook.org).
- Tencent Games, Archosaur Games, Lightstorm Entertainment and Disney announced *Avatar: Reckoning*, a new mobile multiplayer online role-playing shooter game where players can customize their own *Avatar* character and play thrilling multiplayer battles while exploring the beautiful world of Pandora. The game is planned for a 2022 release date.
- Mattel, Inc. announced in January 2022 its multiyear global licensing agreement for the Disney Princess and *Frozen* franchises. Mattel will start selling new Disney toys in 2023.
- In January 2022, Hasbro, Inc. announced an extended relationship with Lucasfilm, renewing its long-standing licensing deal for *Star Wars* and announcing a new agreement to develop products based on the *Indiana Jones* franchise.



- To celebrate the 20th anniversary of *Kingdom Hearts*, Nintendo Switch™ owners will be able to binge the mainline franchise with four beloved *Kingdom Hearts* titles via cloud on February 10, 2022.
- Aniplex of America and Walt Disney Games launched the English release of *Disney Twisted-Wonderland* in the U.S. and Canada for iOS and Android devices.
- LEGO, Warner Bros Interactive Entertainment and Lucasfilm Games announced that the highly-anticipated *LEGO Star Wars: The Skywalker Saga* will arrive on April 5, 2022.
- To support the Disney+ premiere of *The Proud Family: Louder and Prouder* on February 23, 2022, Target launched an exclusive collection of cross-category products including a World of EPI fashion doll and figure pack, Funko, Loungefly, kids apparel, home storage and publishing.
- In January 2022, ABC News chief meteorologist, Ginger Zee released the long-awaited follow-up to the best selling *Natural Disaster* and took readers on a much deeper journey of self discovery in *A Little Closer to Home: How I Found Calm After the Storm*.
- In tribute to princesses who dare to dream, Allure Bridals unveiled their 2022 Disney Fairy Tale Weddings Collection, an enchanting and magical collection of gowns inspired by the style and spirit of Disney's princess characters and their stories, turning fairy tale dreams into reality for today's brides.
- Disney APAC welcomed in the new year with Lunar New Year 2022 "Year of the Tigger" celebrations which included retail pop-up stores, Tigger-ific new products and experiences.
- Fans around the world celebrated Polka Dot Day on January 22, the annual fan holiday honoring Minnie Mouse with fashionable, fun and bold new products and a Virtual Polka Dot Retreat on Instagram that reminded us that rocking the dots is more than just a fashion choice — it's about spreading positivity and being your most authentic self!
- Funko, in partnership with Make-A-Wish, announced a new Pops! With Purpose assortment which will launch on April 4, 2022 and feature Disney, Pixar, Marvel and Lucasfilm characters.
- Disney and Lucasfilm kept the treasure hunt going strong at the start of 2022 as they expanded their global campaign Bring Home the Bounty with a seven week extension called "Bonus Bounties", taking over the task of unveiling new merchandise that directly tied-into Disney+ original series *The Book of Boba Fett*.



## EMPLOYMENT EXPERIENCE

Through resources and benefits, recognition and exclusive activities, we're committed to creating a culture in which each cast member, crew member, Imagineer and employee has access to tools and opportunities that help them live well, realize their goals and experience the magic for themselves. Dozens of resources, recognitions and programs available for our cast members include:

- **Disney Aspire:** Launched in 2018, this groundbreaking program is designed to help eligible employees put their career dreams within reach. With 100% of tuition and books covered by Disney, the program offers participants the opportunity to study numerous subjects, with individual coaching throughout their journey.
- **Cast Recognition:** Across our destinations, cast members celebrate each other every day. Through special pins, celebrations and service awards, including the Walt Disney Legacy Award, inspired by Walt Disney's example, cast members are nominated and selected by their teams, honored for their work dreaming, creating and inspiring others.
- **Exclusive Cast Activities:** Across Disney Parks, Experiences and Products, cast members and employees are invited to participate in special activities and events that build a sense of community in the fun and magical way that only Disney can. Cast members are also welcome and encouraged to join a variety of business employee resource groups led by their peers to share interests and identity, strengthen collaboration and an inclusive culture, and create opportunities for development and engagement across the company.

In 2021, the key of **Inclusion** was added to our longstanding tradition of The Four Keys – Safety, Courtesy, Show and Efficiency – which have guided our approach to guest service for more than 65 years. The 5 Keys – with Inclusion at the heart – will continue to guide us as we interact with guests, collaborate together, create new products and experiences, and make decisions about our future. We are cultivating an environment where all people feel valued, welcomed and appreciated for their unique life experiences, perspectives and cultures. An environment that celebrates allyship and support, where diverse views and ideas are both sought after and valued as critical contributions towards our collective success.

We're also updating other traditions, such as **The Disney Look**, to provide more flexibility for our cast members, including new policies surrounding gender-inclusive hairstyles, jewelry, nail styles, costume choices and appropriate visible tattoos. These changes enable our cast members to better express their cultures and individuality at work.



Every year we continue Walt Disney's commitment to philanthropy and outreach in the global communities where we live, work and play. Through charitable contributions, product donations, collaborations with local organizations and cast member and community volunteerism, we are proud to do our part.

- Inspired by the acts of goodwill we've seen across our communities, we launched the Disney Magic Makers contest, a nationwide search to celebrate the individuals who make every day magic a reality, from simple acts of kindness to grand gestures of generosity. Disney celebrated their efforts by sending 50 Disney Magic Makers on a trip to Walt Disney World Resort and gifted them with a one-year subscription to Disney+. As storytellers, it's equally important to highlight the heroes of our fantastical worlds, as well as the heroes we encounter every day. This campaign is a tribute to those everyday heroes.
- Since March 2020, Disney Parks, Experiences and Products has donated more than \$52 million in in-kind donations including food, products and supplies, benefiting our communities as part of Disney's pandemic response efforts. We continue to share the magic with fans and families, wherever they may be.
- As the world's largest wish granter, we have worked with **Make-A-Wish** since 1980, granting over 145,000 wishes. From shopping sprees to magical moments with characters, these wishes span across our parks, resorts, cruise ships and Disney stores.
- To celebrate the importance of family volunteerism, the **Disney Family Volunteering Reward Program** recognizes the efforts of schools and nonprofits that organize volunteer projects. Created with Points of Light, the world's largest volunteer service organization, the program has rewarded more than 900,000 volunteers and 10,000 nonprofits and schools for contributing over 4 million hours of volunteer service since January 2018.
- **Disney Publishing Worldwide** Disney Publishing Worldwide has donated more than 82 million books to First Book, a nonprofit organization serving kids in need, fostering a love of reading and inspiring children's curiosity since 2000. In May 2021, the **Buy A Book, Give A Book** program launched, where for every book purchased on shopDisney.com through December 31, 2021, Disney donates a book to First Book.
- For more than 70 years, The Walt Disney Company has supported the **U.S. Marine Corps Toys for Tots Foundation** to bring comfort, happiness and inspiration to children and families in need during the holiday season. Disney launched the 2021 **Disney Ultimate Toy Drive** with a \$500,000 donation to Toys for Tots to bring comfort, happiness and inspiration to children and families in need during the holiday season. Between the participation of Disney, cast members, and generous fans, the campaign collected over 163,000 toys worldwide to make the holidays brighter for kids in need.
- **The Walt Disney Company's Global Pride product collection** is connected to a global charitable program with donations benefitting 10 charities around the world supporting LGBTQ+ communities. To learn more visit [rainbowdisneycollection.com](http://rainbowdisneycollection.com).

## THE ENVIRONMENT

In December 2020, The Walt Disney Company announced new environmental goals for 2030, focused on five main areas: greenhouse gas emissions, water, waste, materials and sustainable design. These goals will drive continued progress on sustainability across Disney Parks, Experiences and Products. Other environmental efforts include:

- Since 1995, the **Disney Conservation Fund** has directed \$100 million to protect more than 1,000 species around the world and more than 300 million acres of habitat. In addition, together with Disney Parks, the Disney Conservation Fund has helped provide more than 50 million nature experiences to kids and families around the world.
- In time for Earth Month 2021, we introduced **new plastic-free packaging for classic dolls** on shopDisney.com, Disney stores and Disney Parks in North America. The packaging is made of sustainably sourced paper that is 100% recyclable and easier to open.
- In 2020, we introduced the **Mickey & Co. apparel collection**, created from up to 50% **REPREVE® recycled fiber** from plastic bottles, a portion of which were collected from Walt Disney World Resort.
- In 2019, we **eliminated single-use plastic straws and stirrers** across The Walt Disney Company, amounting to a reduction of more than 200 million straws and stirrers annually. We have also eliminated foam cups, implemented reusable shopping bags and are transitioning to refillable in-room amenities in our hotels and on our cruise ships.