

WALT DISNEY WORLD PRESS RELEASE□ □ □ □



Disney Theme Park Merchandise has released the second in a series of DVDs highlighting the creation and enhancement of the Disney Theme Parks and Attractions as told from the perspective of the Walt Disney's Imagineers. The DVD is available for sale throughout the Disney Parks in California and Florida .

The DVD, *"Imagineering the Magic-Magic Kingdom"*, hosted by Imagineer Diego Parras, details through historical and rare film footage, the inspiration for the creation of Walt Disney World Resort in Orlando, Florida and the early beginnings of the Magic Kingdom theme park.

The DVD focuses on the Walt Disney's efforts to build on the success of Disneyland in Anaheim , California and to take that creativity and experience eastward . The challenges of building in Florida 's swamplands and the high expectations of the guests for a world bigger and better are told from personal recollections by Walt Disney Ambassador and Chief Imagineer, Marty Sklar.

Among the many notables joining Marty for these development stories and Imagineer recollections include Tom Fitzgerald, Tony Baxter, Kathy Rogers, Eric Jacobson and Kevin Rafferty.

“Our Imagineering the Magic-Disneyland DVD has been one of most successful park DVDs,” commented Betsy Singer, Product Developer for Disney Theme Park Merchandise. “Our guests enjoy the behind the magic stories and inspiration that the Imagineers bring to these videos and we hope they will enjoy Imagineering the Magic of Magic Kingdom as much as they have our first DVD”.

“This DVD shows the incredible team of men and women Walt Disney brought around him to create experiences and attractions that entertain and bring families together.”

“Imagineering the Magic-Magic Kingdom at *Walt Disney World*® Resort” can also be ordered from Disney Theme Park Merchandise mail order at 407-363-6200 407-363-6200 . The "Imagineering the Magic" DVD series was created by Richard Skillman of richsmedia.com and co-produced by Richard with Cameron Roberts ,Greg Jones and Mark Rhodes of [D7](#), a Disney production partner