



Nov. 26, 2014

Turner Classic Movies, Walt Disney World Resort and The Walt Disney Studios Team Up to Share Stories Centered on Classic Film

Features Include New TCM Integration in Theme Park Attraction and On-Air Showcase of Disney Treasures

Turner Classic Movies (TCM) today announced new strategic relationships with **Walt Disney World Resort** and **The Walt Disney Studios** to broaden its reach in family entertainment with joint efforts centered on classic film.



At **Disney's Hollywood Studios**, the **"The Great Movie Ride"** Attraction highlights some of the most famous film moments in silver screen history and is set to receive a **TCM-curated refresh** of the pre-show and the finale. TCM branding will be integrated into the attraction's marquee as well as banners, posters and display windows outside the attraction. In the queue line, families will enjoy new digital movie posters and will watch a new pre-ride video with TCM host **Robert Osborne** providing illuminating insights from the movies some of which guests will experience during the ride. The finale will feature an all-new montage of classic movie moments. After guests exit the attraction, they will have a photo opportunity with a classic movie theme. The TCM-curated refresh is set to launch by spring.



As part of the relationship with The Walt Disney Studios, TCM will launch ***Treasures from the Disney Vault***, a recurring on-air showcase that will include such live-action Disney features as ***Treasure Island*** (1950), ***Darby O'Gill and the Little People*** (1959) and ***Pollyanna*** (1960); animated films like ***The Three Caballeros*** (1944) and ***The Adventures of Ichabod and Mr. Toad*** (1949); classic nature documentaries, including ***The Living Desert*** (1953) and ***The African Lion*** (1955); made-for-television classics, such as the ***Davy Crockett*** series; special episodes from ***Walt Disney's Wonderful World of Color***; documentaries about the studio, including ***Walt & El Grupo*** (2009) and ***Waking Sleeping Beauty*** (2010); and animated shorts, such as 1932's Oscar®-winning **"Flowers and Trees."**

Treasures from the Disney Vault is scheduled to premiere on TCM **Sunday, Dec. 21 at 8 p.m.** The opening night will include the holiday and winter animated shorts **"Santa's Workshop," "On Ice" and "Chip An' Dale,"** followed by ***The Disneyland Story***. The night will also include ***The Reluctant Dragon***, Disney's 1941 film that combined a live-action tour of the Walt Disney Studios facility with animated shorts; ***Davy Crockett, King of the Wild Frontier*** (1955), a compilation of the first three episodes of the iconic series starring Fess Parker; the Oscar®-winning documentary ***The Vanishing Prairie*** (1954), part of Disney's ***True Life Adventure*** series; the rarely seen ***Third Man on the Mountain*** (1959), an Alpine tale starring Michael Rennie and James MacArthur; and ***Perilous Assignment*** (1959), a documentary about the making of ***Third Man on the Mountain***.

"At TCM, it's our mission to share and celebrate the greatest films of all time," said **Jennifer Dorian, general manager of TCM**. "Disney provides the perfect relationship through which we can share the magic of the movies with every generation, not only through an amazing new showcase on TCM, but also through newly refreshed components of 'The Great Movie Ride' Attraction at Disney's Hollywood Studios."

"We are looking forward to this collaboration, which complements Disney's commitment to telling great stories and immersing our guests in family entertainment," said **Tiffany Rende, senior vice president of Disney Corporate Alliances and Operating Participants**. "Through this alliance, we are able to share more classic Disney stories with TCM audiences, while further enhancing the guest experience by showcasing TCM content and talent."

This marks an expansion of TCM's already robust relationship with the family entertainment and media enterprise. TCM set sail on its fourth TCM Classic Cruise in October 2014, the second aboard the Disney Cruise Line's *Disney Magic*. In addition, TCM has collaborated with Buena Vista Home Entertainment on various initiatives, including the 2008 documentary *The Age of Believing: The Disney Live-Action Classics*, which premiered in conjunction with a 25-movie showcase of family classics. The 2012 TCM Classic Film Festival in Hollywood featured a multi-film collection of Disney classics presented in collaboration with D23, The Official Disney Fan Club. And the 2014 TCM Classic Film Festival featured the 50th Anniversary screening of one of Walt Disney's most successful films *Mary Poppins* (1964) at Disney's El Capitan Theatre.

About Walt Disney World Resort

Walt Disney World Resort is a world-class entertainment and recreation destination, encompassing nearly 40 contiguous square miles and featuring four theme parks (Magic Kingdom, Epcot, Disney's Hollywood Studios and Disney's Animal Kingdom); two water adventure parks (Blizzard Beach and Typhoon Lagoon); 35 resort hotels (25 owned and operated by Walt Disney World Resort, including seven Disney Vacation Club resort properties); 63 holes of golf on three courses; two full-service spas; Disney's Wedding Pavilion; ESPN Wide World of Sports Complex; and Downtown Disney, an entertainment-shopping-dining complex. Walt Disney World Resort also is included in Disney Cruise Line vacation packages. Located in Lake Buena Vista, Fla., 20 miles southwest of Orlando, Walt Disney World Resort opened Oct. 1, 1971, and operates daily year-round.

About Walt Disney Studios

For over 90 years, **The Walt Disney Studios** has been the foundation on which The Walt Disney Company was built. Today, the Studio brings quality movies, music and stage plays to consumers throughout the world. Feature films are released under the following banners: Disney, including Walt Disney Animation Studios and Pixar Animation Studios; DisneyNature; Marvel Studios; Lucasfilm; and Touchstone Pictures, the banner under which live-action films from DreamWorks Studios are distributed. The Disney Music Group encompasses the Walt Disney Records and Hollywood Records labels, as well as Disney Music Publishing. The Disney Theatrical Group produces and licenses live events, including Disney on Broadway, Disney On Ice and Disney Live!

About Turner Classic Movies (TCM)

Turner Classic Movies (TCM) is a two-time Peabody Award-winning network that presents great films, uncut and commercial-free, from the largest film libraries in the world. TCM, which is available in more than 85 million homes, features the insights of hosts Robert Osborne and Ben Mankiewicz, plus interviews with a wide range of special guests. Currently in its 20th year as a leading authority in classic film, TCM offers critically acclaimed original documentaries and specials; film series like *The Essentials*, hosted by Robert Osborne and Drew Barrymore, and *Friday Night Spotlight*; and annual programming events like *31 Days of Oscar®* in February, *Summer Under the Stars* in August and *TCM Essentials Jr.* during the summer. TCM also connects with movie fans through such events as the annual TCM Classic Film Festival in Hollywood and the TCM Classic Cruise, as well as through the TCM Classic Film Tour in New York City. In addition, TCM produces a wide range of media about classic film, including books and DVDs, and hosts a wealth of material online at tcm.com and through the Watch TCM mobile app.

TCM is part of Turner Broadcasting System, Inc., a Time Warner company. Turner Broadcasting creates and programs branded news; entertainment; animation and young adult; and sports media environments on television and other platforms for consumers around the world.

Connect with Turner Classic Movies

Website: www.tcm.com

Pressroom: pressroom.turner.com/us/tcm

Facebook: facebook.com/tcmtv

Twitter: twitter.com/tcm | twitter.com/tcmpr

TCM Store: shop.tcm.com

Watch TCM app available for iOS and Android Platforms.

Publicity Contact

Turner Classic Movies
Gina McKenzie
404.885.4315
gina.mckenzie@turner.com

