

“Treasures of the Walt Disney Archives” Returns to the D23 Expo, Celebrating the 50th Anniversary of *Mary Poppins*, the ABC Hit *Once Upon a Time* and Disney’s Enduring Connection to the Land of OZ

The Spectacular Exhibit will Feature Imagery, Costumes, Props, Set Pieces and More, Many Displayed Publicly for the First Time by the Walt Disney Archives

BURBANK, Calif. – May 9, 2013 – D23: The Official Disney Fan Club and the Walt Disney Archives are proud to announce the return of the “Treasures of the Walt Disney Archives” exhibit to the D23 Expo. During the D23 Expo at the Anaheim Convention Center, August 9 – 11, 2013, this all-new exhibit curated specifically for the D23 Expo 2013 will feature: the 50th anniversary of *Mary Poppins*, ABC’s hit television series *Once Upon A Time*, and a look at the longstanding connection between Disney and L. Frank Baum’s beloved series of books about the land of Oz.

“Treasures” will showcase a selection of crown jewels from the Walt Disney Archives Collection, many of which will be displayed publicly for the first time by the Archives. As the 50th anniversary of *Mary Poppins* approaches, the Archives will be presenting a wide array of pieces from the Academy Award®-winning 1964 film including concept art and matte paintings, Mary and Bert’s carousel horses, the snow globe from the “Feed the Birds” sequence, costumes worn by many of the central characters and the recently acquired carpet bag, which Mary carries with her when she arrives at the Banks’ household. Also part of the exhibit will be the Fan Art Gallery, themed to *Mary Poppins*. D23 Members were invited to submit their work as part of the D23 Expo Fan Art Contest, and the winners’ colorful creations will be displayed in this year’s gallery.

On the heels of the global success of *Oz The Great and Powerful*, the Archives is proud to assemble artifacts illustrating Disney’s long association with L. Frank Baum’s *Oz* books. Highlights include a costume from 1957’s “Rainbow Road to Oz”—a segment from *The Fourth Anniversary Show*, which celebrated Walt’s four years on television, starring many of the Mickey Mouse Club’s Mouseketeers—as well as concept art from unrealized attractions and Disney Studio productions. Also featured are props and costume pieces from 1985’s *Return to Oz* including the Tik-Tok puppet, “Powder of Life” tin, and Dorothy’s costume and slippers. And, of course, there will be an assortment of costumes from this year’s *Oz The Great and Powerful*.

Now finishing its second hit season, *Once Upon A Time* has become a huge hit among Disney fans for its ability to remain true to many of Disney’s classic stories while expanding their worlds with a modern twist. The Archives is honored to be presenting a selection of elegantly designed costumes from the show.

The D23 Expo 2013 will also feature the **Disney Legends Awards**—a tradition that pays tribute to the talented men and women who have made indelible contributions to the Disney legacy; the return of the **D23 Expo Dream Store**, featuring a wide selection of unique merchandise; an expanded **Collectors Forum**, where Disney fans can buy, sell and trade Disney collectibles, memorabilia and merchandise—and this year’s Forum will also include the worlds of

Marvel and *Star Wars*—plus amazing live events, special celebrity appearances, panels and presentations and unique experiences from every corner of Disney, from upcoming feature film and television sneak peeks to what’s new and what’s next from our theme parks around the world.

About D23 Expo 2013

The D23 Expo—The Ultimate Disney Fan Event—brings the entire world of Disney under one roof, providing attendees with unprecedented access to Disney films, television and theme parks. For the latest D23 Expo 2013 news, visit www.D23Expo.com. To be part of the D23 Expo conversation, make sure to follow @DisneyD23 and tag your tweets with #D23Expo.

About D23

The name “D23” pays homage to the exciting journey that began in 1923 when Walt Disney opened his fledgling studio in Hollywood. D23 is the first official club for fans in Disney’s 88-year history. D23 gives its members a greater connection to the entire world of Disney by placing them in the middle of the magic through its quarterly publication *Disney twenty-three*; a rich website at www.D23.com; member-exclusive discounts and special events for D23 Members throughout the year, highlighted by the D23 Expo in Anaheim, California, August 19-21, 2011.

Fans can join D23 at www.D23.com and at www.DisneyStore.com/D23. To keep up with all the latest D23 news and events, follow us @DisneyD23 on Twitter, Facebook, Pinterest and YouTube.

For logos and imagery, please visit www.D23MediaNet.com.

#

Contact:

Lisa Scalzo

The Walt Disney Company

818-560-3117 / Lisa.R.Scalzo@Disney.com

Karen Penhale

Carl Samrock PR

818-260-0777 / karenpenhale@cs-pr.com