

# Disney Parks Invites Guests to ‘Rock Your Disney Side’ With 24-Hour Kickoff to Summer on Both Coasts

## 140-Disney-Character “Ultimate Tweet” Announces All-Night Party

ANAHEIM, Calif. and LAKE BUENA VISTA, Fla. (Feb. 28, 2014) – 140 Disney characters gathered at Walt Disney World Resort today creating the Ultimate Tweet to announce the latest Disney Parks bi-coastal, all-night extravaganza; and guests are invited to show their “Disney Side” by dressing as their favorite Disney hero or villain. \*

Mickey, Minnie, Donald, Goofy, Pluto and 135 of their friends came together to trumpet the countdown to “Rock Your Disney Side: 24-Hours” this Memorial Day Weekend, the traditional start of the family travel season, when guests of Walt Disney World Resort in Florida and Disneyland Resort in California can enjoy select parks for 24 hours nonstop.

The Magic Kingdom Park in Florida and Disneyland Park and Disney California Adventure Park in California will be filled with great Disney heroes and villains from 6 a.m., May 23 to 6 a.m., May 24, 2014, local time\*\* marking the beginning of a summer of fun at Disney Parks. The celebration on both coasts will feature a cavalcade of events showcasing the good-vs.-evil of classic Disney stories including character meet-and-greets throughout the parks, special entertainment, event merchandise, and food and beverage offerings. Along with the entertainment guests have grown to love every day, they’ll discover surprise additions and special events throughout the 24 hours.

Mickey and pals announced the 24-hour party in their own inimitable style – with a 140-character-strong “Mega Tweet,” sending a #DisneySide message to all their fans on social media to come see them on May 23.

### “Rock Your Disney Side” All Summer

Fans will be able to “rock” their Disney Side throughout the summer on both coasts. Guests will find new excitement at the Walt Disney World resort including the completion of New Fantasyland – the largest expansion in Magic Kingdom history – with the new Seven Dwarfs Mine Train family rollercoaster attraction (Opening date to be announced). Other summer festivities include the New-Fantasyland-inspired Disney Festival of Fantasy Parade and the rollout of MyMagic+, taking the Disney guest experience to the next level. Recent additions to Disneyland Resort include the stage show, “Mickey and the Magical Map,” featuring characters, music and fun surprises in the Fantasyland Theatre, and Fantasy Faire, a regal setting for encounters with some favorite Disney princesses.

### Show Your Disney Side

Everybody has two sides. There’s your normal, everyday side that goes to work, studies for school and doesn’t do anything crazy. But you also have another more fun side—your Disney side. That’s the side you simply can’t wait to share as a family. It’s the side of you that laughs more, screams more, says “yes” more and just plain lives life to the fullest. It’s the side of you that comes out to play the moment your family steps through the gates of a Disney Theme Park. So why wait? Share the magic right now and come show your Disney side!

## Disney Side of Summer Sweepstakes

Guests also can tweet how they plan to “Rock” their Disney Side this summer along with **#DisneySideSweepsEntry** for a chance to win a coast-to-coast 7-day / 6-night Disney Parks vacation for 4 and attend the Rock Your Disney Side 24-Hour event! One winner and three guests can enjoy a back-to-back stay at the *Walt Disney World* Resort in Florida followed by *Disneyland*® Resort in California to join us for the “Rock Your Disney Side: 24-Hours.”\*\*\*

For more information on other ways to Show Your Disney Side, check out [www.RockYourDisneySide.com](http://www.RockYourDisneySide.com)

###

\* Costumes should be child-friendly and adhere to any guidelines determined by Disney. Costumes should not be obstructive, offensive or violent; drag on the ground; contain sharp objects, pointed objects or materials that may accidentally strike another Guest; or contain any weapons which resemble or could easily be mistaken for an actual weapon. Masks may be worn, but they must not obstruct vision, and eyes must be visible at all times. Guests who dress like Disney Characters may not pose for pictures or sign autographs. Guests who do not adhere to these guidelines may be refused admission.

\*\* Hours of operation: 6 a.m. on 5/23/14 to 6 a.m. on 5/24/14; subject to capacity restrictions. Only select attractions, entertainment and services will be available. Valid theme park admission required. Subject to restrictions and change without notice.

\*\*\* NO PURCHASE NECESSARY. Void where prohibited. Open only to persons, who are, as of Entry, legal residents of, and physically located within, the 50 U.S., D.C. or Canada (excluding Quebec) and who have reached the age of majority in their primary state or province of residence. Sweepstakes starts 12:00:01 AM (ET) on 2/28/14; ends 11:59:59 PM (ET) on 3/31/14. See [DisneyParksBlog.com](http://DisneyParksBlog.com) (article dated 2/28/14) for Official Rules and how to enter. Sponsor: Disney Destinations, LLC, P.O. Box 10000, Lake Buena Vista, FL 32830