**BACKGROUND**

Disney’s Hollywood Studios will celebrate it 30th anniversary on May 1, 2019. The celebration will include:

* A ceremony in Center Stage at 9:45 a.m., featuring remarks from executives and a character motorcade, celebrating the past, present and future of the park. This ceremony will include the reveal of the new DHS logo.
* Merchandise event with commemorative 30th merchandise .
* Celebratory food & beverage items offered in multiple locations.
* A commemorative guidemap and button distributed to Guests and DHS Cast.
* Breakfast celebrating the current DHS Cast who worked there on opening day (on April 29).

In conjunction with the 30th anniversary celebration for Guests and Cast, Public Affairs and Public Relations will host a press event for 80-100 local and drive-market consumer and trade media, social influencers and fan sites. In addition, five to ten key national media outlets (GMA, USA Today, BuzzFeed, etc.) will be in attendance and the team is partnering with Sales to include 30-40 agents and bloggers to tell the story of Disney’s Hollywood Studios growth to a national audience.

The two-day press event will begin on April 30 and conclude on the morning of May 1, including the following activities:

* April 30: Content capture; Media reception; Executive welcome and debut of Wonderful World of Animation; Exclusive time in the park to experience new and classic attractions
* May 1: Content capture; 30th anniversary ceremony with logo reveal

**KEY ADDITIONAL CONSIDERATIONS**

* The 30th anniversary will take place on a Wednesday. With that in mind, attendance of the celebration may be high for media, however Guest attendance may not be as high. Marketing Strategy is under the assumption that 60% of attendance will be Annual Passholders.
* **WDW News Today** and **WDWCelebrations** are collaborating together to host Stage 89: An Unofficial celebration of all things 1989 at Walt Disney World, which will “celebrate 30 years of Disney’s Hollywood Studios, Pleasure Island, Disney’s Typhoon Lagoon water park, Delta Dreamflight, the Wonders of Life, and more.”
  + **EVENT DESCRIPTION FROM** [**WEBSITE**](https://wdwnt.com/2018/05/wdwnt-wdwcelebrations-announce-stage-89-an-unofficial-celebration-of-all-things-1989-at-walt-disney-world-april-27th-may-1st-2019/)**:** WDWCelebrations event favorites including a new interactive game, group rides and shows, and group meals, will be featured throughout the schedule for Stage 89, with the event culminating in a commemorative celebration of the 30th Anniversary of Disney’s Hollywood Studios on May 1st, 2019. The event will also feature a number of once-in-a-lifetime ticketed experiences that will allow you to see theme parks, nightlife venues, and more like never before.

**GOALS & OBJECTIVES**

* Inform DHS and WDW Cast Members as well as Guests of special offerings for Disney’s Hollywood Studios 30th anniversary
* Celebrate the past, present and future growth of Disney’s Hollywood Studios
* Show Walt Disney World as an employer of choice by highlighting DHS Cast Members’ stories (Examples: 30-year Cast Members, favorite memory of DHS, “why I love DHS,” etc.

**APPROACH**

Develop an integrated communication strategy for both internal and external audiences to ensure timing and messaging is aligned. Share messages with DHS Cast throughout the 30days leading up to the anniversary, building excitement and ­­generating pride in the park’s past, present and future. Expand messaging to WDW Cast closer to the anniversary to ensure operational awareness.

**AUDIENCES**

|  |  |
| --- | --- |
| **SCOPE:**  DHS Cast, WDW Cast, Guests | **APPROVALS:**  **PA:** Laurel Slater, Andrea Finger, Jacquee Wahler, Rena Langley  **DHS:** Jen Kagarise, Christopher Stewart, Amy Peck, Phil Holmes |

**INTEGRATION**

Marketing, Public Relations, Guest Collateral Strategy, @WDWToday, DHS Lines of Business (Entertainment, Food & Beverage, Merchandise)

**INTERNAL TACTICS**

**DHS:**

* DHS Cast HUB articles
* CenterStage
* DHS CastTV
* DHS Update email
* Fliers
* Special Edition TAC insert for May 1
* Weekly Tell-A-Cast covers
* Banner Bugs / backstage signage

**WDW:**

* HUB advisory
* HUB news articles
* WDW CastTV
* Eyes & Ears

**EXTERNAL TACTICS**

* Disney Parks Blog
* @WDWToday
* WDW in the Community Facebook
* Mousemail
* Guidemap and times guide
* Mousemail

**KEY MESSAGES**

* Walt Disney once said that Disneyland would never be completed as long as there’s imagination left in the world, and that sentiment remains true for all the Disney parks. From the opening of Disney-MGM Studios in 1989, to today’s Disney’s Hollywood Studios, we’ve continuously added to and evolved the park.
* As we celebrate our 30th anniversary, we’re in the midst of unprecedented growth at Disney’s Hollywood Studios, transforming the park into a place where Guests can experience their own adventures in the immersive worlds of their cinematic imagination.
* The park’s future is bright. Disney’s Hollywood Studios is a place where everyone can play together, making memories to last a lifetime just as they have for the last 30 years.

**MEDIA RESPONSE**

**MEDIA RESPONDER:** TBD

**ON THE RECORD QUOTE:** Quote here or “Provide background only”

**FAQs**

**Q1. Are there any special events happening on May 1, 2019?**

Answer is here.

**Q2. Why did you evolve it from a park that showed behind the scenes of a working production facility?**

Since we opened the park over 29 years ago, much has changed in our world. We all have a better understanding of how movies are made, thanks to things like “bonus features” and “extras” on digital downloads and Blu-Rays; so, the idea of going behind the scenes is not as magical as it once was. What hasn’t changed, though, is our Guests’ love for the stories we create and the memories they make at our parks. Only Disney can let you live your own Star Wars story, step into Andy’s back yard, or be in an episode of “The Twilight Zone.”

**Q3. Why did you change the name from Disney-MGM Studios?**

Renaming the park to Disney’s Hollywood Studios truly represents how it has grown from the “golden age” of movies to the most exciting, new entertainment of today. Disney’s Hollywood Studios truly represents the best of Hollywood – from movies (Star Wars, Toy Story) to TV (Disney Junior) to music (Rock-n-Roller Coaster starring Aerosmith) to theater (Frozen).

**Q4.** **How did you come up with the new name?**

Renaming the park to Disney’s Hollywood Studios represents how it has grown from the ‘golden age’ of movies to the most exciting, new entertainment of today.

**Q5.** **Are you changing the name again?**

The park’s name will remain the same for the foreseeable future since we are immersing our Guests in a place where imagined worlds of Hollywood unfold around them from movies and music, to television and theater.

**COMMUNICATION SCHEDULE**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **TIMING** | **AUDIENCE** | | **VEHICLE** | | **RESPONSIBILITY** |
| Dec. 31 | All | | Disney Parks Blog | | JFB |
| Dec. 31 | DHS Cast | | CastTV | | Joey McElroy |
| Jan. 18 |  | | Now More Than Ever | |  |
| Jan. 17 | DHS Cast | | Cast Distribution – Anniversary banner, 30th balloon cookie | | Sarah Monnier, DHS Cast Experience |
| Feb. 12, 13 | DHS Cast | | Town Hall | | Ana Williams, Joey Mcelroy, Sarah Monnier, Dani Young |
| March 15 | DHS Cast | | DHS Cast – 30th Hubsite | | Sarah Monnier |
| March 15 | DHS Cast | | DHS Update, DHS Cast Hubsite, CastTV  *(Studios Stories)* | | Sarah Monnier |
| March 28 | All | | Disney Parks Blog Live Stream, Now More Than Ever post | | JFB |
| March 29 | All | | D23 Package goes on sale | |  |
| April 1 |  | | 30 days until 30th | |  |
| April 1 – May 1 | WDW Cast | | CastTV  *(DHS in the Details)* | | Sarah Monnier |
| April 1 | DHS Cast | | Update Heroes of Hollywood Walk of Fame | | Sarah Monnier |
| April 1 | DHS Cast | | Cast Distribution | | Sarah Monnier  DHS Cast Experience |
| April 1 | DHS Cast | | DHS Update, DHS Cast Hubsite  *(DHS in the Details: Vol. 1 / countdown)* | | Sarah Monnier |
| April 3 | DHS Cast | | CastTV, DHS Cast Hubsite  *(Studios Stories Highlight)* | | Sarah Monnier |
| April 5 | WDW Cast | | Hub News  *(DHS in the Details: Vol. 1 & 2)* | | Sarah Monnier |
| April 6  *25 days until anv.* | DHS Cast | | DHS Update, DHS Cast Hubsite  *(DHS in the Details: Vol. 2)* | | Sarah Monnier |
| April 7 | DHS Cast | | CastTV bottom banner | | Sarah Monnier |
| April 7 | DHS Cast | | TAC Cover  *(Heritage Cast Member, DHS in the Details)* | | Sarah Monnier  Dani Young |
| April 8 | All | | Disney Parks Blog, AP social | | JFB, Lisa Felder |
| April 8 | WDW Cast | | Hub News  *(DPB announcement)* | | Ana Williams |
| April 8 | DHS Cast | | DHS Update, DHS Cast, CastTV  *(DPB announcement)* | | Ana Williams |
| April 11  *20 days until anv.* | DHS Cast | | DHS Update, DHS Cast Hubsite  *(DHS in the Details: Vol. 3)* | | Sarah Monnier |
| April 12 | DHS Cast | | CastTV, DHS Cast Hubsite  *(Studios Stories Highlight)* | | Sarah Monnier |
| April 14 | DHS Cast | | TAC Cover  *(Heritage Cast Member, DHS in the Details)* | | Sarah Monnier  Dani Young |
| April 15 | WDW Cast | | Hub News, CastTV  *(Hollywood Heritage - Cast profile video)* | | Sarah Monnier |
| April 16  *15 days until anv.* | DHS Cast | | DHS Update, DHS Cast Hubsite  *(DHS in the Details: Vol. 4)* | | Sarah Monnier |
| April 16 | WDW Cast | | Hub News  *(DHS in the Details: Vol. 3 & 4)* | | Sarah Monnier |
| April 19 | DHS Cast | | CastTV, DHS Cast Hubsite *(Studios Stories Highlight)* | | Sarah Monnier |
| April 21 | DHS Cast | | TAC Cover  *(Heritage Cast Member, DHS in the Details)* | | Sarah Monnier  Dani Young |
| April 21  *10 days until anv.* | DHS Cast | | DHS Update, DHS Cast Hubsite  *(DHS in the Details: Vol. 5)* | | Sarah Monnier |
| April 22 | WDW Cast | | Hub News, CastTV  *(Hollywood Heritage - Cast profile video)* | | Sarah Monnier |
| April 22 | DHS Cast | | DHS Cast Hubsite  *(Hollywood Heritage - Cast profile video)* | | Sarah Monnier |
| April 22 | Facebook | | WDW in the Community  *(Hollywood Heritage -Cast profile video)* | | Sarah Monnier |
| April 24 | DHS Cast | | DHS Cast Hubsite *(Hollywood Heritage - Cast profile video)* | | Sarah Monnier |
| April 24 | Facebook | | WDW in the Community  *(Hollywood Heritage -Cast profile video)* | | Sarah Monnier |
| April 26  *5 days until anv.* | DHS Cast | | DHS Update, DHS Cast Hubsite  *(DHS in the Details: Vol. 6)* | | Sarah Monnier |
| April 26 | WDW Cast | | Hub News  *(DHS in the Details: Vol. 5 & 6)* | | Sarah Monnier |
| April 26 | WDW Cast | | CenterStage email, WDW CenterStage, Hub News  *(Prepare for 30th activities)* | | Sarah Monnier |
| April 26 | DHS Cast | | DHS Cast Hubsite, Centerstage, CastTV  *(Prepare for 30th activities)* | | Sarah Monnier |
| April 28 | DHS Cast | | TAC Cover  *(Heritage Cast Member, DHS in the Details)* | | Sarah Monnier  Dani Young |
| April 29 | WDW Cast | | Hub News, CastTV  *(Hollywood Heritage - Cast profile video)* | | Sarah Monnier |
| April 29 | DHS Cast | | DHS Cast Hubsite  *(Hollywood Heritage - Cast profile video)* | | Sarah Monnier |
| April 29 | Facebook | | WDW in the Community  *(Hollywood Heritage Cast profile video)* | | Sarah Monnier |
| April 30 |  | | Press Event   * 11:30 am - MMRR Creative overview * 11:55 am – TSL announcements * 12-7 pm – Content capture * 7-9:45 pm – Reception (includes remarks by Jim) * 9:55 pm – WWOA preview | |  |
| April 30 | DHS Cast | | Reimagining DHS Update, DHS Cast, CastTV  *(TSL announcements)* | | Ana Williams |
| May 1 |  | | 30th anniversary   * 10 am – Ceremony (includes remarks by Phil and Maribeth) | |  |
| May 1 | DHS Cast | | DHS Update, DHS Cast Husite, CastTV, Special edition TAC insert  (Happy anniversary, activities) | | Sarah Monnier |
| May 1 | DHS Cast | | Cast distribution | | Sarah Monnier, DHS Cast Experience |
| May 1 | DHS Cast | | Reimagining DHS email, DHS Cast Hubsite, CastTV  *(Announcements)* | | Sarah Monnier, DHS Cast Experience |
| May 1 | WDW Cast | | Hub News  *(30th recap - include announcements)* | | Sarah Monnier |
| May 1 | All | | WDW in the Community – 30th day-of post | | Sarah Monnier |
| May 9 | WDW Cast | | Eyes and Ears cover story | | Sarah Monnier |
| TBD | All | | Mouse Mail – 30th Recap | | Sarah Monnier |
|  |  | |  | |  |
|  | | | | | |
| *Internal tactics – DHS* | | *External tactics* | | *Key dates* | |
| *Internal tactics - WDW* | |  | |  | |

**EDITORIAL CONTENT**

|  |  |
| --- | --- |
| **VEHICLE** | **CONTENT** |
| **JANUARY** |  |
| Disney Parks Blog | **First Look: Disney’s Hollywood Studios 30th Anniversary Logo**  By JFB    Just moments ago, we kicked off our New Year’s Eve live stream with an exciting first look at Disney’s Hollywood Studios’ new 30th anniversary logo. This logo - and a few other versions that will feature additional characters who appear at Disney’s Hollywood Studios - can be seen throughout the park starting in late January.    For a look at new offerings you can expect to enjoy at Disney’s Hollywood Studios this year - and elsewhere at the Walt Disney World Resort - visit our “19 Magical Experiences in 2019 at Walt Disney World Resort” blog post now. |
| **MARCH** |  |
| DHS Cast Hubsite  Weekly Snapshot | **March 15**  **Share your Studios Stories!**  Disney’s Hollywood Studios is a place where everyone can play together, making memories to last a lifetime just as they have for the last 30 years.  As we prepare to celebrate our 30th anniversary, we want to hear from you. **What memories have you made here at Disney’s Hollywood Studios?** Whether visiting as a Guest or making magic as a Cast Member, we want to hear your stories!  Visit the [30th anniversary page](https://wdprhubsites.disney.com/wdw-parks-cast/dhs/dhs30/) on DHS Cast to share your Studios Stories for a chance to be featured as we mark 30 years of “a Hollywood that never was – and always will be.”    **Form:**  **Name –**  **Location –**  **What memories have you made at Disney’s Hollywood Studios? What memories are you looking forward to making? –**  **Attach pictures (optional upload)** |
| **APRIL** |  |
| **DHS in the Details**  DHS Cast Hubsite  30th page  Weekly Snapshot  DHS Update  [**Content prepped here**](https://disney.app.box.com/folder/70764164620) | **April 1-5**  **DHS in the Details: Vol. 1**  Celebrate 30 years of cinematic imagination with DHS in the details throu­­ghout April counting down to the park’s anniversary on May 1. Become a Hollywood history buff and share these fun facts with our Guests!  **{Insert facts & photos here}**  [Click here](https://wdprhubsites.disney.com/wdw-parks-cast/dhs/vbb/) for resources to share in your local area.  **April 6-10**  **DHS in the details: Vol. 2**  **April 11-15**  **DHS in the details: Vol. 3**  **April 16-20**  **DHS in the details: Vol. 4**  **April 21-25**  **DHS in the details: Vol. 5**  **April 26-30**  **DHS in the details: Vol. 6** |
| **Tell-A-Cast Covers** | **April 7-13**  **Featured Heritage CM –** George Ossorio, Showkeeping  **DHS in the Details –** A most uncommon elevator  The Twilight Zone Tower of Terror began transporting Guests to the 5th dimension on July 22, 1994. Imagineers watched 156 episodes of “The Twilight Zone” in preparation for this iconic attraction.  **April 14-20**  **Featured Heritage CM –** Toni Kiener, Muppet\*Vision 3D  **DHS in the Details –** A salute to all attractions, but mostly Muppet\*Vision 3D  This muppetational show premiered on May 16, 1991 and has delighted us with cheap 3-D tricks ever since. Did you know Muppet\*Vision 3D features the first computer-generated Muppet, Waldo C. Graphic? Waldo's name refers to the "waldo" an electronic input device Muppeteers use to remotely perform characters.  **April 21-27**  **Featured Heritage CM –** Marj Shufelt, Hollywood & Vine  **DHS in the Details –** Thirty, Gertie and Thriving  Drawn to life by Winsor McCay in 1914, Gertie the Dinosaur quickly became a star of the vaudeville screen. Many recognize her as the first animated character to show a distinct personality, paving the way for our own cast of characters - including Mickey Mouse himself. As a tribute to Winsor, Gertie has had a place in our park since the very beginning!  **April 28-May 4**  **Featured Heritage CM –** Don Gruppe, Theater District Merchandise  **DHS in the Details –** A suitcase and a dream  In a nod to The Walt Disney Company's humble beginnings, a window advertising office space for rent paired with the door below references Walt and Roy's first office in California. The space rented from Holly Vermont Realty was available for just ten dollars a month! Look for this hidden bit of history on the backside of Keystone Clothiers near Echo Lake. |
| **Your Studios Stories**  DHS Cast Hubsite  30th page  Weekly Snapshot | **April 3**  **Your Studios Stories: An enchanting encounter**  Disney’s Hollywood Studios is a place where everyone can play together, making memories to last a lifetime just as they have for the last 30 years.  Check out the video below to see Guest Experience Manager Sara Blondheim’s Studios Story and then visit the [30th anniversary page](https://wdprhubsites.disney.com/wdw-parks-cast/dhs/dhs30/)  to share your own story as we mark 30 years of “a Hollywood that never was – and always will be.”  [**https://wdprhubsites.disney.com/wdw-parks-cast/2019/04/03/your-studios-stories-an-enchanting-encounter/**](https://wdprhubsites.disney.com/wdw-parks-cast/2019/04/03/your-studios-stories-an-enchanting-encounter/)  **April 12 – to be developed into keynote**  **Your Studios Stories: Showkeeping Sweethearts**  Disney’s Hollywood Studios is a place where everyone can play together, making memories to last a lifetime just as they have for the last 30 years.  Check out the video below to see Attractions Host Jacob Guidroz’s Studios Story and then visit the [30th anniversary page](https://wdprhubsites.disney.com/wdw-parks-cast/dhs/dhs30/)  to share your own story as we mark 30 years of “a Hollywood that never was – and always will be.”    [*https://wdprhubsites.disney.com/wdw-parks-cast/2019/04/12/your-studios-stories-an-enchanting-encounter-2/*](https://wdprhubsites.disney.com/wdw-parks-cast/2019/04/12/your-studios-stories-an-enchanting-encounter-2/)  **April 19 – to be developed into keynote**  **Your Studios Stories: “My home park”**  Disney’s Hollywood Studios is a place where everyone can play together, making memories to last a lifetime just as they have for the last 30 years.  Check out the video below to see Costuming Host Joshua Jordan’s Studios Story and then visit the [30th anniversary page](https://wdprhubsites.disney.com/wdw-parks-cast/dhs/dhs30/)  to share your own story as we mark 30 years of “a Hollywood that never was – and always will be.”  [*https://wdprhubsites.disney.com/wdw-parks-cast/2019/04/19/your-studios-stories-my-home-park/*](https://wdprhubsites.disney.com/wdw-parks-cast/2019/04/19/your-studios-stories-my-home-park/) |
| Disney Parks Blog  WDW Hub  DHS Hubsite | **Get ready for the 30th Anniversary Celebration on May 1**  The Disney’s Hollywood Studios 30th Anniversary will take place May 1, and is the perfect opportunity to celebrate the past, present, and the new, exciting future of Disney’s Hollywood Studios as the park continues to evolve into a thrilling destination where you can let your adventure begin.  Here’s a taste of how Guests can celebrate the milestone anniversary at the park on May 1:   * **View a Star Studded Celebration** – A Disney’s Hollywood Studios 30th Anniversary Star-Studded Celebration cavalcade starring Mickey and friends will step off at 10 a.m. and will head down Hollywood Blvd. * **Pick Up a Commemorative 30th Anniversary Guide Map & Button** – Guests entering the park can grab a special 30th anniversary commemorative guide map and button. * **Grab Exclusive 30th Anniversary Merchandise**– Special 30th anniversary merchandise will be unveiled on May 1, including a new adult T-shirt, baseball cap, Tervis 24-oz tumbler, MagicBand, ornament and much more. Annual passholders can also shop for some items exclusively created for them. Merchandise can be found starting at 8 a.m. in Grand Park, while supplies last. (Please note: Merchandise will go on sale at 8 a.m., Disney’s Hollywood Studios opens at 9 a.m.) * **Taste Special Food & Beverage Items**– A slew of special anniversary food & beverage items will be available throughout the park, including Kylo Ren Cupcakes, Incredibles Macarons, Tres Leches Verrine and many more. Stay tuned to the Disney Parks Blog next week for an official foodie guide. * **Stay For the Debut of “Wonderful World of Animation”** – The park’s new nighttime projection show will light up the park for its official debut on May 1. Watch in wonder as the façade of the Chinese Theatre is magically transformed – displaying this stirring tribute to animation. Behold spectacular sequences celebrating themes like magic, family, adventure, romance and friendship. Each theme is brought to life through unforgettable moments from beloved films—like “Sleeping Beauty,” “The Incredibles,” “Coco” and many more. The show will debut at 9:05 p.m. ET, just prior to the park’s “Star Wars: A Galactic Spectacular” fireworks show.   Want to make the absolute most of the 30th anniversary fun? A special Disney After Hours event night has been added to the schedule for May 1 and Cast Members can purchase discounted tickets!  On May 1, Disney After Hours attendees can experience little to no-wait on park favorites, including The Twilight Zone Tower of Terror, Rock ‘n’ Roller Coaster Starring Aerosmith, Toy Story Land attractions and more. Additionally, this special anniversary edition of Disney After Hours will feature some beloved Disney characters ready to greet Guests in the Chinese Theatre Courtyard, at Star Wars Launch Bay and more. There will also be a special encore performance of “Wonderful World of Animation” taking place exclusively for event attendees.  Click [here](https://wdpr.service-now.com/wdpr-cast/x_wdtpa_wdpr_activ_wdproffers.do#!/cast-member/offer-details/42b87203dbf16700377da895ca961921) for more information on discounted tickets for Disney After Hours. |
| **Hollywood Heritage**  DHS Cast Hubsite  WDW Hub  WDW in the Community  CastTV | **April 22**  **Hollywood Heritage – TJ Wollard**  Since its opening day, Disney’s Hollywood Studios has grown and evolved, creating new experiences for our Guests. A special group of more than 40 Disney’s Hollywood Studios Cast Members, known fondly as our Heritage Cast, have witnessed this evolution for all 30 years.  Check out the video below to hear Attractions Host TJ Wollard’s journey celebrating three decades of “a Hollywood that never was – and always will be.”  For more information and to share your own Studios Stories, visit the [30th Anniversary Hubsite.](https://wdprhubsites.disney.com/wdw-parks-cast/dhs/dhs30/) |
| Mouse Mail | **Photo of Heritage Cast from breakfast**  Caption TBD based on activities. Link to Facebook post about 30th. |
| Eyes & Ears | **Hollywood Heritage**  By Sarah Monnier  *Supporting Disney’s Hollywood Studios since 2014*  On May 1, 1989 Disney-MGM Studios officially welcomed its first Guests "to a Hollywood that never was - and always will be." Today, Disney's Hollywood Studios continues to live up to that promise. It is a place where everyone can play together, making memories to last a lifetime just as they have for the last 30 years.  Since its opening day, the park has grown and evolved, creating new experiences for our Guests. A special group of more than 40 Disney’s Hollywood Studios Cast Members, known fondly as our Heritage Cast, have witnessed this evolution for all 30 years. Entertainment Technician Laurie Beckett recalls the daunting task of opening the third theme park at Walt Disney World. “It was a little scary at first,” Laurie said. “Right from the beginning we were changing and constantly progressing at a breakneck pace to become a more exciting and immersive experience for our Guests – but it definitely kept my work fresh every day.”  Of course, after making magic for 30 years, the Heritage Cast Members have made their mark on the park. 50’s Prime Time Café server Alicia Vasquez fondly remembers being featured in the location’s original publicity photoshoot. “I’ll meet Guests from all around the world while serving,” Alicia said. “Every now and then they’ll get very excited when I introduce myself and pull out their travel books to show me those old photographs… Prime Time has been a staple for so many of our Guests, but for us as well. Here it isn’t just work, it’s family.”  With this milestone anniversary, Entertainment Technician Jeffery Crane reflects on 30 years supporting many of the nighttime spectaculars and entertainment offerings throughout Disney’s Hollywood Studios. “The park has given me an entire career, it’s been such a large part of my life,” Jeffery said. “I used to work fireworks up on top of the buildings and looking down at the park, it’s a different world, and a blessing to have had that perspective.”  With immersive new adventures on the horizon including *Star Wars:* Galaxy’s Edge and Mickey and Minnie’s Runaway Railway, the park is buzzing with excitement, though for Attractions Host John Buchignani, “buzzing” may be an understatement. “I remember when they announced that they were opening a third park and I knew I had to be a part of it,” John said. “I ended up transferring over two months before the park opened. I love being able to continue sharing that enthusiasm with our newer Cast Members and our Guests. Knowing that the world is watching our park grow and having so many memories that we can share with our Guests is very special.”  Thank you to all the Cast who have helped bring this park to life over the last three decades. Happy Anniversary, Disney’s Hollywood Studios! |

**ACCOMPANYING ASSETS**

|  |  |  |
| --- | --- | --- |
| **CONTENT TYPE** | **DESCRIPTION** | **OWNER** |
| **JANUARY** |  |  |
| Banner | ­­ | Sarah Monnier |
| Cookie |  | DHS Cast Experience |
| **MARCH** |  |  |
| 30th Hub Site | <https://wdprhubsites.disney.com/wdw-parks-cast/dhs/dhs30/> | Sarah Monnier |
| Flier – Studios Stories |  | Sarah Monnier |
| Keynote – Studios Stories | <https://disney.app.box.com/file/425654749195> | Sarah Monnier |
| **APRIL** |  |  |
| Heroes of Hollywood Heritage Overlay  (39 photos total) |  | Sarah Monnier |
| Cast Magnet |  | Sarah Monnier, DHS Cast Experience |
| Backstage Signage Set |  | Sarah Monnier |
| 1989 Fact Boards |  | Sarah Monnier |
| Timeline Banner |  | Sarah Monnier |
| Photo Frames |  | Sarah Monnier |
| DHS in the Details – Fliers and Slides |  | Sarah Monnier |
|  | | |