

## Guests Choose Their Destiny in *Star Wars*

It's a 'Toy de Force'

LAKE BUENA VISTA, Fla. — There's an exciting way for Walt Disney World guests to choose their *Star Wars* destiny — be it Jedi or Sith — and live their adventure inspired by a galaxy far, far away.

Located at the Once Upon a Toy store at Downtown Disney Marketplace is the Build Your Own Lightsaber kiosk, a step-by-step, *Star Wars* merchandise experience that invites guests to build custom lightsabers with thousands of unique possibilities.

The experience takes guests through nine steps in which they choose every part of their lightsaber, including the color of the blade, sleeve rings, hilt sleeves and ignition switches.

Each lightsaber features authentic *Star Wars* sound effects, and guests can select colored crystals and filters to cast the legendary glow of the lightsaber blade (purple, green, red or blue).

From the start, guests opt for a Jedi or Sith lightsaber, with bins of custom parts available for each order. Guests can create their very own design or follow instructions to replicate lightsabers used by such favorite *Star Wars* characters as Anakin Skywalker, Obi-Wan Kenobi and Darth Vader. Each electronic lightsaber features specialized lights, sounds and vibrations.

Once complete, guests proceed to checkout where they receive batteries to power up their creation and a store-exclusive Jedi or Sith pin.

No matter how elaborate the design — guests can even create the double-bladed lightsaber like the one made famous by the evil Sith apprentice, Darth Maul — each completed lightsaber is \$19.95.

The Build Your Own Lightsaber display is the latest in customizable merchandise experiences at Once Upon a Toy, joining the Build Your Own Potato Head and Create Your Own My Little Pony areas.

-30-