

Leadership Profile: Randy Garfield, WDW Executive Champion of Heart of Florida United Way

LAKE BUENA VISTA, Fla. (Oct. 20, 2011) – With the 2011 Heart of United Way campaign well underway at Walt Disney World Resort, Disney executive Randy Garfield is rallying the company's more than 62,000 Cast Members to support their community by donating.

Today, Garfield is the executive vice president of Worldwide Sales & Travel Operations for Disney Destinations and president of Walt Disney Travel Company. He leads the sales and trade marketing efforts for the Disneyland Resort; Walt Disney World Resort; Disneyland Paris; Hong Kong Disneyland Resort; Disney Cruise Line; Disney Vacation Club; Adventures by Disney; Aulani, a Disney Resort & Spa; and Golden Oak, a new luxury residential community at Walt Disney World.

As a child, Garfield was driven, but unsure where his career path would lead.

"Growing up in the Bronx, my family didn't have a lot of money," Garfield said. "In my neighborhood, many young people made poor choices and ended up in jail or with substance abuse problems. I didn't want that future for myself."

Garfield credits a local nonprofit organization with helping him stay on the right path and pursue his dreams. He continues to stay connected with community groups today while juggling the many responsibilities of helping lead a multi-billion dollar business unit of The Walt Disney Company. He is passionate about making Central Florida a great place to work, live and play, and said he felt honored to take up the challenge to lead the 2011 United Way campaign and ask his fellow Cast Members to donate a little more.

At the campaign launch, Garfield encouraged Cast Members at Walt Disney World Resort to increase their donations. He said, "Last year, Cast Members raised more than \$3.35 million, making the Walt Disney World Resort the top giving organization in Central Florida."

Groups of Cast Members at Walt Disney World Resort are taking bus tours to agencies that United Way supports, and Garfield urges anyone interested in Heart of Florida United Way to see first-hand how their contributions are at work in Central Florida.

"I know participants will come away inspired," Garfield said.

Every day, United Way agencies provide help and hope to our Central Florida friends and neighbors who are in need. "In this difficult economy, that's more important than ever, and people are counting on us for support," Garfield added. "Together we can make this the best campaign to date."

To learn more about the 2011 Heart of Florida United Way campaign, please visit: <http://www.hfuw.org>.