

“Phineas and Ferb & YOU: A Brand New Reality” Debuts at Downtown Disney

LAKE BUENA VISTA, Fla. (Aug. 14, 2012) – Starting this fall, Walt Disney World Resort guests will become the stars of “Phineas and Ferb & YOU: A Brand New Reality.” The virtual experience will allow guests to play with animated characters from Disney’s Emmy Award-winning animated series “Phineas and Ferb.” The fun happens at Downtown Disney West Side, next to Bongos Cuban Café Sept. 1 – Dec. 1, from 2-9:30 p.m. daily.

How it works: As many as three guests are invited to stand inside the virtual experience set, and out of 20 randomly pre-determined animation segments, characters such as Phineas and Ferb, Agent P or even Dr. Doofenshmirtz will magically appear to play and dance alongside them. It all happens in a virtual on-screen 30-second experience. But the fun doesn’t end there! Guests may visit a special website to download and share with family and friends a complimentary souvenir photo of their starring role. To complement this limited time engagement, special Phineas and Ferb merchandise will be available at a nearby merchandise stand.

For more Phineas and Ferb fun at the Walt Disney World Resort, guests may go undercover with Agent P—the alter ego of Perry the Platypus—on a fun-filled quest around World Showcase at Epcot or meet and greet Phineas and Ferb at Disney’s Hollywood Studios.

About “Phineas and Ferb”

With over 100 episodes and counting, a live action/animated talk show and a hit TV movie, the success of “Phineas and Ferb” has created opportunities for other Disney divisions including Disney Interactive Studios (Nintendo Wii, Nintendo DS and Sony PlayStation 3 video games), Walt Disney Records (soundtracks), Disney Consumer Products (toys/consumer electronics, apparel, accessories, food, health and beauty items), Disney Publishing (over 5 million books, comics and a magazine in 45 countries), Walt Disney Studios Distribution (DVDs), Disney Parks and Resorts (interactive live entertainment experience) and Disney Theatrical Group (a live touring stage show). Disney Studios has a feature film in development.