

# Disney Parks Win IAAPA Brass Ring Awards

**LAKE BUENA VISTA, Fla., Dec. 16, 2013** – Earning recognition for creativity and excellence among industry peers, Walt Disney Parks and Resorts recently received top honors from the International Association of Amusement Parks and Attractions (IAAPA) with five Brass Rings awards.

During a special ceremony at the IAAPA Attractions Expo in Orlando last month, Disney Parks was named best in the following categories:

## **Food and Beverage Excellence**

- Best Innovation in Food & Beverage – Be Our Guest Restaurant, Magic Kingdom Park

## **Retail Excellence**

- Best Hard Good Souvenir – D-Tech Me Stormtrooper Figure
- Best Merchandise Display – Big Top Souvenirs, Storybook Circus, Magic Kingdom Park
- Judge's Choice Award – Magic Mirror, World of Disney Store

## **LiveEntertainment Excellence**

- Best Overall Production – The Royal Theatre presents Tangled, Disneyland Resort

Disney Parks had a strong showing in retail excellence – winning three awards for its innovative use of technology and attention to detail in merchandise.

“At Disney Parks, we are in the experience business and are always looking for ways to innovate and integrate shoppingwith entertainment to create a truly unique, memorable, interactive experience for the entire family,” said Liz Hankins, senior vice president of Merchandise Development for Walt Disney Parks and Resorts. “It is an honor to be recognized by IAAPA for our efforts to develop and create one-of-a-kind products for our guests.”

IAAPA is the largest international trade association for amusement parks and attractions. The tradition of the brass ring in the attractions industry dates back to the carousels of the late 1800s when rings were suspended above riders; low enough to reach but high enough to pose a challenge. Most rings were made of iron, so grabbing the brass ring was the rare and cherished prize. Skilled riders who grabbed a brass ring earned a second ride on the carousel. Today, the term “brass ring” is synonymous with high achievement in the attractions industry.