Walt Disney World News

Super Bowl XLVIII MVP Malcolm Smith ‘Goes to Disney World’

Malcolm Smith of the Seattle Seahawks Celebrates Super Bowl XLVIII Win with Victory Parade at Walt Disney World Resort

LAKE BUENA VISTA, Fla. (Feb. 3, 2014) – The victory atmosphere moved south from New Jersey to Walt Disney World Resort Monday where Seattle Seahawks linebacker Malcolm Smith celebrated his team’s stunning Super Bowl XLVIII championship win as thousands of fans lined Main Street, U.S.A.

Just hours after his title win against the Denver Broncos, Smith was riding high atop a convertible smiling and waving to guests at Walt Disney World Resort.

Flashing lights, a whirlwind of fluttering confetti, balloons and Mickey Mouse himself accompanied the Super Bowl MVP down the famous street at the Magic Kingdom. It was a remarkable dream come true for Smith, who went from being the last player the Seahawks drafted in 2011 (No. 242 overall) to the hero of the Super Bowl.

In the frenzied moments following his team capturing the National Football League championship Sunday night in New Jersey, Smith stood in front of a TV camera and shouted five words that have become an almost iconic reaction to milestone achievement: “I’m going to Disney World!”

The commercial aired Monday morning and is the 47th of a series that began in 1987 following Super Bowl XXI featuring New York Giants quarterback Phil Simms. The campaign pays tribute to personal achievements of athletes and celebrities and continues to be an iconic celebration as only Disney can do.

Smith set another mark Sunday night. He became the first defensive player to star in the Disney commercial.

This year’s commercial marks a “Frozen” first. Idina Menzel, who voiced Elsa in Disney’s Academy Award®-nominated animated feature film “Frozen,” sings the traditional “When You Wish Upon a Star” to accompany the iconic ad. Menzel, who performs the Academy Award®-nominated hit song “Let It Go” in the film and the all-new hit “Frozen” soundtrack, becomes the first contemporary artist to perform “When You Wish Upon a Star” in the Disney Parks Super Bowl ad. She recorded the vocal track in New York City on Jan. 26, 2014 and it was paired with the orchestral track recorded the previous week at London’s famed Abbey Road Studios.

Smith joins an all-star lineup of heroes from sports and beyond who have celebrated milestone accomplishments in “I’m going to Disney World” commercials.

###

Contact:
Darrell Fry
Disney Sports Public Relations

(407) 409-1612 (cell)