

“Wheel of Fortune” and Disney Come Together to Make Magic Memories for Contestants and At-Home Viewers

Collaboration includes On-Air “Making Disney Memories Week” and “Wheel of Fortune Making Memories Sweepstakes”

CULVER CITY, CALIF. (January 14, 2013) – It’s “Disney Time” at Wheel of Fortune as the fun of America’s Favorite Game Show and the magic of Disney come together in the game show’s 30th season for a fully-integrated multiplatform collaboration including a week of shows and a sweepstakes for at-home viewers.

“Wheel of Fortune Making Disney Memories Week” airing January 28-Feb 1, 2013, will feature a custom set including three different scenes depicting “Sleeping Beauty Castle,” “Cinderella Castle” and the Disney Dream cruise ship. Additionally, Disney is providing iconic elements from the Disney Parks including a Disney teacup from the “Mad Tea Party” attractions, Lightning McQueen from the new Cars Land at Disney California Adventure theme park, a pirate ship from “Peter Pan’s Flight” and a Dumbo car from “Dumbo, the Flying Elephant.” And show hosts Pat Sajak and Vanna White will be greeted on set by beloved Disney characters.

During the week of shows, Wheel of Fortune contestants can win “Magical Vacations” to Disney Parks or on Disney Cruise Line. The cars available through the “1?2 Car Tag” game element will alternate between Honda and Chevrolet models, sponsors of Disneyland Resort and Walt Disney World Resort, respectively.

In preparation for the broadcast, Vanna White and the Wheel of Fortune crew went on location to shoot customized segments at Disneyland theme park, Disney California Adventure theme park, Magic Kingdom theme park, Disney’s Animal Kingdom theme park, Epcot and the Disney Dream cruise ship.

The “Wheel of Fortune Making Memories Sweepstakes” encourages viewers to watch “Making Disney Memories Week” on Wheel of Fortune and enter each night’s bonus puzzle solution at www.wheeloffortune.com. Ten winners will each enjoy a vacation for four to the winner’s choice of the Walt Disney World Resort in Florida or the Disneyland Resort in California.

The sweepstakes will live on a co-branded mini-site, accessible via www.wheeloffortune.com that will feature links to various Disney websites as well as photo and video galleries from Vanna’s shoots.

Additionally, Wheel of Fortune will be able to offer its nearly 8 million members of their loyalty program, the Wheel Watchers Club, the chance to find their own “Happily Ever After” with Disney vacation offers.

About Wheel of Fortune:

Wheel of Fortune has been the number one syndicated game show since its inception and has earned six Emmy Awards, including the 2011 Daytime Emmy for Outstanding Game/Audience Participation Show. With more than 30 million viewers per week, syndication’s most successful series continues to attract a larger audience than many primetime television shows. Wheel of Fortune is produced in High Definition by Sony Pictures Television, a Sony Pictures Entertainment Company. It is distributed domestically by CBS Television Distribution and internationally by CBS Studios International, both units of CBS Corp.

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