

Super Bowl Parade Fact Sheet

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What: Super Bowl Parade

Key details: Walt Disney World Resort stages a Super Bowl parade down the most popular street in America - Main Street, U.S.A., at Magic Kingdom Park shortly after the Super Bowl featuring the star player from the winning team

“I’m going to Disney World”: Disney’s iconic “I’m Going to Disney World” TV commercial along with the celebratory ticker-tape parade continues the rich tradition that has become a major part of Super Bowl week. The tradition began in 1987 at Super Bowl XXI with New York Giants QB Phil Simms. Disney has produced 31 “I’m Going to Disney World” Super Bowl television commercials

NFL players celebrate at Disney: Recent NFL players who have celebrated championships at Disney Parks include RB James White (New England Patriots), QB Peyton Manning (Denver Broncos), WR Julian Edelman and CB Malcolm Butler (New England Patriots), LB Malcolm Smith (Seattle Seahawks), QB Joe Flacco (Baltimore Ravens) and QB Eli Manning (New York Giants)