

# Disney Makes Youth Sports Travel Easy

*Leading sports complex creates slew of innovative solution-oriented programs to ease load on parents, coaches and kids; program includes fundraising, travel assistance, on-field food delivery, among others.*

*LAKE BUENA VISTA, Fla. – More than 35 million kids participate in youth sports across America each year and that often means traveling to out-of-state tournaments, which can be a logistical nightmare for many parents, coaches and team moms.*

*Some companies are beginning to tackle the problem and nowhere is that more evident than at Walt Disney World Resort where ESPN Wide World of Sports is creating innovative solution-oriented initiatives and programs for young athletes, parents, team moms and coaches that are making youth sports travel easier for the millions of kids nationwide and beyond who are competing in soccer, volleyball, baseball, cheerleading, etc.*

*Here are just a few examples:*

## **1) Fundraising assistance**

- 1. Dream Team Donation Program – Teams are given the opportunity to raffle off a Disney vacation as well as keep 75% of proceeds from raffle ticket sales.*
- 2. Teams have the opportunity to sell ESPN The Magazine subscriptions and keep 75% of all profits.*
- 3. Rebate program with Enterprise Rent-A-Car and Alamo Rent A Car which allows a team to earn fundraising dollars by gaining 5% of every rental car purchase through the team's fundraiser site.*

## **2) Itinerary**

*Multiple concierge services available where Disney can schedule a team's entire trip down to the last detail. (Including competing against visiting teams, team bonding exercises, food delivery and community outreach)*

## **3) Food**

*High quality boxed lunches, bulk pizza, group snacks and stocked coolers to be delivered to coaches, athletes and parents at the team's competition venue. In addition, there is on-site dining at ESPN Wide World of Sports Complex, including a full service restaurant & bar, multiple concessions locations and an ESPN themed food truck.*

## **4) Photography**

*A team of photographers will take high resolution pictures of athletes during games for parents and coaches to take back home.*

## **5) Broadcast**

*Parents, coaches and athletes can watch game highlights on a dedicated channel in their Walt Disney World Resort hotel room. Also, some games are broadcasted live on ESPN3.com and highlights on various ESPN platforms such as ESPN.com, ESPN2 and SportsCenter.*

## **6) Complimentary Transportation**

*Free transportation from the airport to all Disney hotels as well as chartered buses to the complex for select events, saving parents and coaches the time and hassle of renting cars and dealing with traffic.*

## **7) On-Site Athletic Trainers**

*Disney certified athletic trainers on site to attend to all athletes' needs saving parents the time and effort of going to see an athletic trainer away from the competition.*

## **8) Equipment Drop-off**

*Coaches can drop off their team's equipment at the front of ESPN Wide World of Sports Complex and it will be delivered to the team's field of play.*

**9) Business Center (Opening Summer 2013)**

*Access to computers, printers, charging stations, etc, for those busy parents and coaches who want to communicate about their team's competition through email, websites, social media, and keep up with their careers while on the road.*

**10) Little Champions program**

*Fun games and activities available on-site for younger siblings, freeing parents and coaches up so they can stay focus on the competition.*

**11) Disney Parks Moms Panel**

*Get pre-arrival planning advice from two ESPN Wide World of Sports Specialists who will provide team moms and coaches with tips, advice and direction to make their youth sports travel easier.*

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