

# Disney Parks Extend Sponsorship of Orlando Magic

**Lake Buena Vista, Fla., Oct. 30, 2015 - To celebrate the extension of Disney Parks' "Champions of the Community" sponsorship of the Orlando Magic and Amway Center, Mickey Mouse tied up his laces and had the opportunity to play hoops with several of his favorite Magic players.**

"We are thrilled to have Disney Parks continue with us as one of our Champions of the Community partners," said Orlando Magic CEO Alex Martins. "As a pillar in the Central Florida community, Disney has established a great legacy. We are so excited to have them remain a part of our team to continue building upon that legacy together. Our commitment to the Central Florida community will remain our focus, working towards the goal of becoming champions both on and off the court."

With the sponsorship extension, Walt Disney World Resort will gain stronger visibility to showcase the Parks by enhancing its presence with digital and social media activations as well as signage and additional visibility within the Amway Center. The Disney Atrium will continue to immerse fans with an enhanced, interactive guest experience that allows for Disney video messaging to entertain fans.

Disney will also remain the Official Cruise Line and Official Theme Park of the Orlando Magic.

"Disney believes in Magic, and we're thrilled to support the downtown venues that serve the community," said Maribeth Bisienere, senior vice president of Disney Sports Enterprises and Disney Springs. "This sponsorship extension serves as another example of our company's efforts to help make dreams come true across Central Florida."

The Amway Center, which is operated by the City of Orlando and owned by the Central Florida community, hosts major national events, concerts and family shows and is the home of the Orlando Magic.