

Giants Quarterback Eli Manning ‘Going to Disney World’ to Celebrate Super Bowl XLVI Victory

INDIANAPOLIS, Ind. (Feb. 5, 2012) - After his epic play in Super Bowl XLVI leading his team to a come-from-behind 21-17 victory over the New England Patriots, what is New York Giants quarterback Eli Manning going to do next? In the celebratory moments after his team captured the National Football League championship Sunday night in Indianapolis, Manning stood in front of a TV camera and shouted five words that have become ingrained in Super Bowl victory celebrations: “I’m going to Disney World!”

Manning’s pronouncement, part of the production for one of TV’s most enduring and iconic Super Bowl commercials, was captured seconds after the final whistle. Manning – named the game’s MVP — completed 30 of 40 passes and amassed 296 yards, including his trademark fourth-quarter heroics, leading the Giants to the winning score.

Manning’s stellar performance was crucial in Sunday’s game and earned him a second “I’m going to Disney World!” accolade. In 2008, Manning was treated to a hero’s welcome at Disney after leading the Giants to an upset win over the Patriots, 17-14, in Super Bowl XLII.

He becomes the first Giants quarterback to win two Super Bowls.

On Monday (Feb. 6), Manning is scheduled to go to the place where millions of vacationers make memories celebrating their own personal milestone moments – Walt Disney World Resort near Orlando, Fla. Manning will be joined in the Magic Kingdom by NFL Youth football players, who will participate with the Giants star in the Super Bowl celebration near Main Street, U.S.A.

This latest commercial is the 45th in a series that began in 1987 following Super Bowl XXI. The first “I’m going to Disney World” commercial, featuring Giants quarterback Phil Simms, was regarded as a groundbreaking concept – a produced national commercial involving a current event, airing on major networks within hours of its conclusion. Manning again joins a lineup of people from sports and beyond who have celebrated milestone accomplishments in “I’m Going to Disney World” commercials.

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