

# Hero's Welcome Monday Greet Baltimore Ravens Quarterback Joe Flacco, MVP of Super Bowl XLVII, at Walt Disney World Resort

LAKE BUENA VISTA, Fla. (Feb. 4, 2013) – Fresh from his team's 34-31 victory over the San Francisco 49ers in Super Bowl XLVII, Baltimore Ravens quarterback Joe Flacco made good on his "I'm Going to Disney World" proclamation by quarterbacking a gala celebration Monday at Walt Disney World Resort.

Smiling and waving from a red convertible alongside Mickey Mouse in the shadow of Cinderella Castle, Flacco – named the game's Most Valuable Player — greeted cheering Magic Kingdom guests along a parade route lined with colorful red, white and blue balloons. Cheerleaders, Disney characters in football gear and a Florida blizzard – of confetti — completed the festive scene as Flacco quarterbacked another drive, this time down Main Street, U.S.A.

Flacco was one of the game's standout players, firing three first-half touchdown strikes en route to 287 total passing yards. It capped a remarkable post-season in which Flacco connected on 11 TD passes, throwing no interceptions.

His "I'm Going to Disney World" – anchoring one of TV's most enduring and iconic Super Bowl commercials – was captured seconds after the final whistle Sunday night. A produced commercial from that moment aired on networks just hours before Flacco's appearance at the Magic Kingdom.

Flacco's declaration became the 26<sup>th</sup> Super Bowl commercial aired in the Disney series that began in 1987 following Super Bowl XXI. The first "I'm Going to Disney World" commercial featuring New York Giants quarterback Phil Simms was considered a groundbreaking concept – a produced commercial involving a current event, airing on major networks within hours of its conclusion. Flacco joins an all-star lineup of heroes from sports and beyond who have celebrated milestone accomplishments in "I'm Going to Disney World" commercials.

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