

Super Bowl hero rides in Celebratory Parade in Magic Kingdom

Aaron Rodgers was the centerpiece of the 44th annual ‘I’m going to Disney World’ spot; a Disney tradition since Super Bowl XXI

LAKE BUENA VISTA, Fla. (Feb. 7, 2011) — Super Bowl XLV hero [Aaron Rodgers](#) continued to ride a wave of adulation and cheers Monday – about a thousand miles east of Arlington, Tex., where his MVP performance propelled the Green Bay Packers to victory over the Pittsburgh Steelers Sunday night in the [National Football League](#) championship game.



Riding in a red convertible, the Packers quarterback waved and smiled back at cheering fans lining Main Street, U.S.A. in Magic Kingdom at [Walt Disney World Resort](#) Monday afternoon. It marked the continuation of a grand tradition that began in 1987 when New York Giants quarterback Phil Simms proclaimed “I’m going to Disney World” in a television commercial spot right after Super Bowl XXI.

Rodgers, the centerpiece of the 44th “I’m going to Disney World” spot, did exactly what he said he was going to do in a commercial that aired Monday morning. Joined by Mickey Mouse, the Packer star was immersed in applause — much coming from theme park guests decked out in Packers green and gold. And he was showered with confetti for the second time in less than 24 hours.

The Magic Kingdom Philharmonic Band provided a musical backdrop to the procession that included Minnie Mouse (decked out as a cheerleader), Chip ‘n’ Dale in referee garb, and “football Goofy” plus players from a central Florida NFL Youth Football team.