

Team Mascots Appear in Playful “I’m Going to Disney World” TV Commercials Ahead of College Football Playoff Games

LAKE BUENA VISTA, Fla. (Dec. 26, 2014) -In a play on Disney’s classic “I’m Going to Disney World” campaign, Disney Parks and representatives of the four College Football Playoff teams are having a little pre-game fun with humorous TV spots that are airing now and will appear across Disney Parks social media channels.

“Brutus Buckeye” of The Ohio State University, “Big Al” of the University of Alabama, the Duck of the University of Oregon, and the “Garnet and Gold Guys” of Florida State University are appearing in a series of Disney Parks TV spots during the holidays on ABC-TV and ESPN. In the videos, the mascots wait at an airport, hoping their team wins the National Championship so they can take off on a celebratory trip to Walt Disney World Resort in Florida representing their school.

The first spot is being released today ahead of the inaugural College Football Playoff semifinal games airing New Year’s Day on ESPN.

The fun culminates in a big way after the Jan. 12 National Championship game on ESPN with the winning team’s mascot getting treated to a champion’s parade down Main Street U.S.A., similar to how marquee sports heroes have celebrated their team’s victory after the big game.

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