



Disney On Ice: Simply Spectacular

Disney On Ice combines the incredible talents of world-class professional figure skaters and heartwarming stories, innovative scenic designs, lavish costumes, dazzling lighting and enchanting music to create an extraordinary show for families around the world. Each year a new production of *Disney On Ice* is created to bring favorite Disney characters to hometowns around the world.

Disney On Ice is celebrating its 30th anniversary in 2010. For the 2010-2011 tour season, there are eight different productions on tour throughout North America and abroad:

- *New Disney On Ice production featuring Disney/Pixar's Toy Story 3*
- *Disney On Ice presents Let's Celebrate!*
- *Disney On Ice presents Princess Wishes*
- *Disney On Ice presents Princess Classics*
- *Disney On Ice presents Mickey & Minnie's Magical Journey*
- *Disney On Ice presents Worlds of Fantasy*
- *Disney On Ice presents a Disneyland Adventure*
- *Disney On Ice celebrates 100 Years of Magic*

History

Irvin and Kenneth Feld purchased the U.S. touring units of *Ice Follies* and *Holiday On Ice* in 1979 and produced editions of these combined shows for several years. In 1981, Kenneth Feld envisioned an entire extravaganza on ice incorporating Disney themes and created *Disney On Ice*. Feld Entertainment, Inc., has held the license to present Disney-themed ice shows ever since.

The first production of *Disney On Ice*, a variety show featuring a collection of Disney stories and characters, debuted in 1981 and was an immediate success. The principal ice skaters were Olympic silver medalist Linda Fratianne, Michael Botticelli and Sheryl Franks, Kellie Jenckes, Bruno Jerry, Little Lito, Nick Maricich, Jim and Judy Sladky, and Vern Taylor. Feld Entertainment is a licensee of The Walt Disney Company and has exclusive worldwide rights to produce live, Disney-themed shows.

Since 1981, *Disney On Ice* has performed in more than 70 countries on six continents. In 2000, *Disney On Ice* added Turkey, the United Arab Emirates, and Brunei to its list of destinations, and the Dominican Republic and Panama joined

the list in 2002. El Salvador and Ecuador rounded out the list in 2004, and in 2009, *Disney On Ice* debuted in Barbados, Serbia, Croatia and Qatar.

In addition to providing fabulous family entertainment, Feld Entertainment's ice spectaculars participate in various educational initiatives, including touch tours presented to schools for the visually impaired, and sign language tours for hearing-impaired school groups. *Disney On Ice* has also partnered with Newspaper In Education (NIE) to provide ice show-themed curriculum materials and to sponsor the distribution of more than 2,000,000 newspapers to classrooms throughout the country during the last decade.

Distinguished by International Figure Skating magazine for eight years in a row as one of the "25 Most Influential Names in the World of Figure Skating," producer Kenneth Feld employs more professional ice skaters than any other producing entity in the world. Currently, more than 400 ice skaters perform with the ice shows – many of them international champions.