



FOR IMMEDIATE RELEASE:

WHAT WOULD WALT DO?
**THE WALT DISNEY FAMILY MUSEUM CELEBRATES FIRST ANNIVERSARY
WITH A YOUTUBE CONTEST**

*Submissions Invited between
September 27 and November 15, 2010*

SAN FRANCISCO September 27, 2010 – The Walt Disney Family Museum opened its doors in the Presidio of San Francisco almost a year ago on October 1, and to commemorate its first anniversary, the Museum has announced the launch of a YouTube Video Contest.

From September 27 to November 15, 2010, participants are invited to submit a short promotional video about the one-of-a-kind Museum that explores the fascinating life of Walt Disney, which includes ten interactive galleries that feature early drawings and animation, movies, music, listening stations, a 14 foot model of Disneyland and much more. Videos should have a running time between :30 seconds and 2 minutes in length, and the 3 top videos will be showcased on the Museum's blog and YouTube channel.

The Walt Disney Family Museum has produced a short instructional video to outline the contest rules and regulations, which can be viewed at <http://wdfmuseum.squarespace.com/contest> and at www.youtube.com/user/WDFMuseum.

Contest Prizes:

The Grand Prize package includes a 3 hour editorial session in the WDFM Learning Center Media Studio, a Kodak PlaySport camera, a personal, behind-the-scenes tour of the Museum, dinner for two at La Terrasse Restaurant in the Presidio of San Francisco, as well as a Dual Membership, and a goodie bag from the Museum Store—which includes an autographed copy of the Museum's book.

The second prize winner will receive an individual one-year membership to the Museum, goodie bag from the store, and an autographed copy of "The Man, the Magic and the Memories", while the third prize winner will walk away with free admission to the Museum, a \$50 gift certificate to the Museum Store, and a copy of the book.

On November 29, the three winning videos will be announced on The WDFM's blog, (<http://wdfmuseum.squarespace.com/contest>), as well as Facebook and Twitter, with a posting of the first prize winner's video on our blog.

The fascinating and inspiring story of Walt Disney, whose artistry, imagination and vision helped define 20th-century America, has been brought to life at The Walt Disney Family Museum in the Presidio of San Francisco. The Museum illuminates Walt Disney's tremendous successes, disappointments, and unyielding optimism as he worked tirelessly to advance the art of animation, produce classic motion pictures and develop the first great American theme park. The Walt Disney Family Museum, L.L.C. is owned and operated by the Walt Disney Family Foundation, a non-profit foundation. Open Wednesday – Monday 10:00 am to 6:00 pm on the Main Post of the Presidio.

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Where: The Walt Disney Family Museum
104 Montgomery Street, The Presidio of San Francisco
San Francisco, CA 94129

Website: www.waltdisney.org
www.facebook.com/thewaltdisneyfamilymuseum
www.twitter.com/wdfmuseum

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