



As a graduate of the College of Disney Knowledge, please refer to the **Graduate Usage Guidelines** for instructions on how you can promote your recent accomplishment.

You are permitted and encouraged to use the following **Approved Press Release** to inform your current and prospective clients of your recent achievement. Following are some recommendations to help with your public relations efforts:

Take a few minutes to personalize the College of Disney Knowledge *Approved Press Release* included in your Graduation Kit and on this web site.

- Recruit your agency's owner or manager to serve as the "announcer" for your press release
- Customize the press release by inserting your own information as specified in the bracketed prompts
- Please note that modifications to the *Approved Press Release* are not authorized
- Obtain addresses of local newspapers, radio stations, and travel trade publications. Research names of reporters who cover travel industry news, people on the move, etc.
- Mail or hand-deliver your personalized press release with a photograph to the media.

The publicity you generate from these efforts will provide exposure to your travel agency.

Be sure to visit Disney Destinations Genius frequently to stay current with updated entitlements as a graduate of the College of Disney Knowledge.

We wish you success in your Disney vacation sales efforts,

Disney Destinations

Approved Press Release

FOR IMMEDIATE RELEASE CONTACT: [AGENCY OWNER/MANAGER]
[CURRENT DATE] PHONE: [AGENCY PHONE NUMBER]

[AGENCY NAME] Announces New Graduate

[CITY, STATE/PROVINCE] — Don't be surprised if you see pixie dust twinkling around [FULL NAME]. [LAST NAME], who works for [AGENCY NAME], joins an elite group of travel industry professionals who have attained a special knowledge of the **Disneyland®** Resort, **Walt Disney World®** Resort, **Disney Cruise Line® Adventures by Disney®**, and **Aulani, a Disney Resort & Spa**. As a recent graduate of the College of Disney Knowledge, [LAST NAME] has now become part of this elite group.

"The College of Disney Knowledge was extremely beneficial to me," said [LAST NAME]. "It was a fun and informative way to learn more about the Disney vacation portfolio. I also feel more confident about selling Disney destinations."

Anyone who plans to visit the **Disneyland®** Resort, **Walt Disney World®** Resort, **Disney Cruise Line® Adventures by Disney®**, and **Aulani, a Disney Resort & Spa** will benefit from [LAST NAME]'s added expertise. "The College of Disney Knowledge has taught me how to add more value to each Disney itinerary so that I can help make every client's magical dreams come true," said [LAST NAME].



College of Disney Knowledge Biographical Announcement Copy for Graduates

College of Disney Knowledge graduates are encouraged to use one of the Biographical Announcements provided below in your Travel Agency newsletter or in the staff profile or Travel Agency information section of your Travel Agency web site, subject to Disney's prior review and approval. Please follow the instructions outlined below.

INSTRUCTIONS:

- Include one of the four Biographical Announcements provided below in a draft version of your Travel Agency newsletter or a draft version of the staff profile or Travel Agency information section of your Travel Agency web site.
- Insert your name in the bracketed prompts in the Biographical Announcement you select. The Biographical Announcements cannot be altered in any other way.
- Each use of the Biographical Announcement Copy in a newsletter or web site must be approved in writing by Disney prior to use. Disney may withhold approval in its sole discretion. Please see the College of Disney Knowledge Graduate Usage Guidelines and the "Steps for Approval" sheet attached to the Guidelines for additional information on approval procedures.

BIOGRAPHICAL ANNOUNCEMENTS:

Version A:

[NAME] is a graduate of the College of Disney Knowledge.

Version B:

[NAME] is a graduate of the College of Disney Knowledge and has attained a special knowledge of Disney Destinations.

Version C:

As a graduate of the College of Disney Knowledge, [NAME] is recognized as an individual who has attained a special knowledge of Disney Destinations (not an agent, affiliate or employee of Disney).

All publicity, advertising and other material using the name "Disney" (either alone or in conjunction with or as a part of any other word or name) or any Disney designs, marks, tradenames, copyrighted works or symbols must be approved in writing by Disney in each instance prior to use. Disney may withhold approval in its sole discretion.

Disney reserves the right to require at any time that any previously approved uses of Biographical Announcements be discontinued.

College of Disney Knowledge Graduate Usage Guidelines

College of Disney Knowledge graduates are permitted and encouraged to do the following (and no further approval from Disney is required):

- **Do** frame and prominently display your College of Disney Knowledge graduate certificate in your Travel Agency office to generate client questions and discussion about your knowledge of and expertise in selling Disney vacations.
- **Do** display your College of Disney Knowledge destination pin set in your Travel Agency office to draw attention and stimulate conversations with clients about Disney vacations. Pins may not be worn.
- **Do** use the Approved Press Release (enclosed in your Graduation Kit) to announce your successful completion of the College of Disney Knowledge training course in your local newspapers, your Travel Agency's newsletter, and travel trade publications. Please note that modifications to the Approved Press Release are not authorized.

College of Disney Knowledge graduates are also permitted and encouraged to develop newsletters and web pages using "Graduate" and "College of Disney Knowledge" in accordance with the following guidelines and subject to Disney's prior review and approval in accordance with the procedures set forth after the following guidelines:

- Use the Biographical Announcement Copy (enclosed in your Graduation Kit) in

your Travel Agency newsletter or in the staff profile or Travel Agency information section of your Travel Agency web site to announce that you are a College of Disney Knowledge Graduate.

- Post an image of your College of Disney Knowledge graduate certificate in the staff profile or Travel Agency information section of your Travel Agency web site.

These guidelines are to let you know in advance certain matters that Disney considers in reviewing proposed materials. These guidelines may be changed by Disney at any time in Disney's sole discretion. Each use of the Biographical Announcement Copy in a newsletter or web site, each posting of an image of your College of Disney Knowledge graduate certificate on a web site, and any other publicity, advertising or other material using the name "Disney" (either alone or in conjunction with or as a part of any other word or name) or any Disney designs, marks, tradenames, copyrighted works or symbols must be approved in writing by Disney in each instance prior to use. Disney may withhold approval in its sole discretion, even if the material complies with these guidelines. Please see the attached "Steps for Approval" sheet for additional information on approval procedures.

Except for the use of the Biographical Announcement Copy in your Travel Agency newsletter or web site and the posting of an image of your College of Disney Knowledge graduate certificate on your Travel Agency web site as approved by Disney, Travel Agents/Travel Agencies are **not** permitted to use the "College of Disney Knowledge" name or logos in any other marketing, advertising or promotional materials developed by the Travel Agent/Travel Agency. **The following are examples of Travel Agent/Travel Agency materials which cannot use the "College of Disney Knowledge" name or logos:**

- Travel Agent/Travel Agency business cards.
- Telephone book advertising, radio advertising, television advertising, newspaper advertising, magazine advertising, travel trade publications advertising, billboard advertising, vehicle advertising, banner advertising, or e-mail advertising.
- Promotional flyers, postcards, brochures, window displays, posters, desktop displays, or office displays.

Disney reserves the right at any time to require that the use of any previously approved materials be discontinued or to cancel any or all privileges, including, without limitation, the College of Disney Knowledge graduation certificate and the privileges listed above.

These guidelines help protect the Disney brand, which helps to preserve and strengthen the value and appeal of a Disney vacation among your clients and all consumers.

Steps for Approval:

1. Submit a draft of your travel agency newsletter or web pages by mail or fax to your Disney Sales Representative for review and approval **no less than ten (10) business days prior** to the date of intended publication or distribution.
 - a. If you do not know how to contact your Disney Sales Representative, please call 1-800-939-8265.
 - b. The draft copy of the travel agency newsletter or web pages must clearly show where the Biographical Announcement Copy or image of your College of Disney Knowledge graduate certificate will appear.
 - c. Be sure to include your intended publication or distribution date with your drafts.
2. Any submitted materials not approved must be resubmitted with revisions for final written approval prior to publication or distribution.
3. Printing of materials or web site publication may begin immediately upon receipt of written approval from your Disney Sales Representative.