



FOR IMMEDIATE RELEASE

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Forty Years of Flacking For e Mouse

On Main Street, U.S.A., in the Magic Kingdom at Walt Disney World, the windows above street level
ctg" fmgf" ykvj" qnf/hcujkqpgf"ngvgtkpi" cppqwpeki" vjg" dwukpguugu" ykvj" kp0" Qpg" qh" vjg" o" tgc fu." uk o rn{ <

RIDGWAY PUBLIC RELATIONS

Charles Ridgway Press Agent

No Event Too Small

Tkfiyc{ "Rwdnke" Tgncvkqpu" oc{ "dg" cp" k o c i k p c t { "dwukpguu." dw" E j c t n g u" Tkfiyc{ "ku" xgt{ "tgc n0" Kp" hcev." jg" ku" c" o" Fkupg{ "Ngigpf." tgeqipk | g f" d { "vjg" Fkupg{ "Eq o r c p { "hqt" jku" hqwt" fgecfgu" qh" ugtxkeg" vq" o v j g" Oqwug0÷

Ridgway, or Charlie as he is known to generations of Disney Cast
Og o d g t u . u r g p v " j k u " v k o g " c v " F k u p g { " f t g c o k p i " w r " p g y " c p f " d g w g t " y c { u " v q " i g v " r w d n k e k v { " h q t " F k u p g { " v j g o g " r c t m u " k p " C p c j g k o . " Q t n c p f q . " R e t k u . " V q m { q . " and Hong Kong. In the early days, Disney did next to no advertising, tgn{ kpi" qp" Tkfiyc{ u" kpi g p w k v { " v q " u r t g c f " v j g " y q t f " c d q w v " v j g " y q p f g t u " v j c v " awaited within the parks. It was a strategy that worked very well.

In *Spinning Disney's World*, his light-hearted new memoir, Ridgway
tgeqwpvu" jku" o c p { " v t k w o r j u " q h " E c e m g t { . " u w e j " c u " j c x k p i " f h v { " y j k v g " R g m k p i " f w e m u " r c t c f g " f q y p " O c k p " U v t g g v " d g j k p f " F q p c n f " F w e m " k p " e g n g d t c v k q p " q h " j k u " f h v k v j " d k t v j f c { 0 " K v " y c u " p q " g c u { " v c u m 0

Vq" rwnn" kv" qhh." Fqpcnf" jk o ugnh" j c f " v q " d g " q p " j c p f " y j g p " v j g " f w e m n k p i u " j c v e j g f . " u q " v j c v " j g " y q w n f " d g " v j g " f t u v " v j k p i " v j g { " u c y 0 " V j c v " y c { . " v j g { " y q w n f " o k o r t k p v ÷ " q p " j k o " c p f " h q n n q y " j k o " c p { y j g t g 0

Fqpcnf u" dktvjfc{ "dcuj" ycu" c" j w i g " u w e e g u u 0 " D w v " T k f i y c { u " k p i g p w k v { " didn't end there. When the celebration was over, he arranged to have Fkupg{ " f q p c v g " r c k t u " q h " v j g u g " f w e m u " v q " | q q u " c t q w p f " v j g " e q w p v t { . " i w c t c p v g g - k p i " c p q v j g t " e x c n c p e j g " q h " r w d n k e k v { 0

Ejctnkg" uc y " v j g " y q t n f " q h " v j g " o g f k c " e j c p i g " h t q o " c p " g t c " q h " o c p w c n " v { r g y t k v g t u " v q " v j g " c i g " q h " k p u v c p v " i n q d c n " e q o o w p k e c v k q p u 0 " " K p " h c e v . " F k u p g { " g x g p v u " r k q p g g t g f " u q o g " q h " v j g " p g y u " i c v j g t k p i " c p f " u r t g c f k p i " v g e j p k s w g u " we now take for granted. When Epcot opened in 1981, Walt Disney Yqtnf" dgec o g " v j g " u k v g " q h " v j g " f t u v " n c t i g " u e c n g " w u g " q h " u c v g n k v g " w r n k p m u " v q " e q x g t " c " p g y u " g x g p v 0 " T k f i y c { u " q h " f e g " y c u " E q q f g f " y k v j " t g s w g u v u " h t q o " v g n g x k u k q p " u v c v k q p u " c t q w p f " v j g " y q t n f " y j q " y c p v g f " v q " r c t v k e k r c v g 0 " U q " p g y " was the technology that many of them didn't realize they needed a satel- Uvcvkqpu" uetqwpigf" fq y pnkpmu" htq o " p g c t d { " w p k x g t u k v k g u " u q " v j g { " e q w n f " i g v " k p " q p " v j k u " o c t x g n " q h " k p u v c p v " e q o o w p k e c v k q p 0

—more—

Advance Praise for *Spinning Disney's World*

“Charlie Ridgway is part of a breed of people I’m
ppq" uwtg" gzkuv" cp { o qtg" kp" qwt" dwukpguu0÷

— Roy E. Disney, former vice chairman, The Walt Disney Co. and a Disney Legend

“Ridgway’s credibility with news people is a legend, a legend earned ... his book, as always, tells it straight.”

— Walter Anderson, CEO, *Parade Magazine*

“Ridgway was present at the creation of Disneyland and Walt Disney World, cpf" jg" urkpu" y q p f t q w u " tales.”

o " D q d " V j q o c u . " c w v j q t " q h " W a l t D i s n e y : A n A m e r i c a n O r i g i n a l

