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**DISNEY INSTITUTE UNVEILED AS
NEW CONCEPT IN VACATION RESORTS**



LAKE BUENA VISTA, Fla. -- Construction of the Disney Institute, the Walt Disney Company's first resort for adults and families with older children, is on schedule for a February 9, 1996, opening. The first-class resort features hands-on experiences in a wide range of stimulating pursuits and activities, and includes an extensive Artists-in-Residence program.

Located at the Walt Disney World Resort in Florida, the Disney Institute will provide highly personalized experiences for adults and families with older children.

"We live in an age where discovering new things is a lifetime priority," said Michael D. Eisner, chairman and chief executive officer. "The Disney Institute will be a resort with a creatively charged atmosphere, where you can engage your body, excite your mind and expand your horizons. Guests can take part in programs and activities that range from animating a cartoon, to creating a topiary, to climbing a rock wall," said Eisner.

The Disney Institute will offer more than 80 programs in nine different program tracks: entertainment arts, sports and fitness, lifestyles, story arts, culinary arts, design arts, environment, youth, and performing arts.

- o **Entertainment Arts** will take guests behind the scenes and give them first-hand experience in animated and live-action film, radio, television, video and nightclub performance.
- o **Sports and Fitness** will include everything from beginning aerobics to cardiovascular training and advanced clinics in golf, tennis, volleyball and basketball.
- o **Lifestyles** activities will explore such areas as mapping family history, personal development and community-building through workshops led by experts.
- o **Story Arts** programs will emphasize storytelling in the Disney tradition -- and in traditions from all over the world.
- o **Culinary Arts** will explore the world's great cuisines and offer a variety of activities that take good food from garden to table.
- o **Design Arts** programs will focus on architectural and interior design -- how to make living spaces more beautiful and reflective of one's individuality.
- o **Environment** programs will take guests into the great outdoors for experiences in gardening and landscape design.
- o **Youth** programs will include workshops in magic and comic book creation, as well as an extended exploration of the Disney Wilderness Preserve.
- o **Performing Arts** will enable guests to interact with artists in pop, jazz and classical music, comedy, dance and film through the Artists-in-Residence program. Guest Speaker Forums will offer perspective on topics ranging from politics, business and science to technology, sports, literature and the arts.

Artists-in-residence and guest speakers who have already agreed to participate include, among others, former Senate majority leader George Mitchell; Bill Walton, Bruce Jenner and Lute Olson in sports; the movie critics Gene Siskel and Roger Ebert; opera's Sherrill Milnes; composer Morton Gould; and architects Robert A.M. Stern, Frank Gehry, and Michael Graves.

In selecting programs, guests can choose a la carte or from packages that focus on a particular topic, such as gardening or animation. Disney Institute Vacation Consultants are available to assist guests plan their itineraries, both prior to arrival and at the resort.

"The Disney Institute will be for adults and older children who haven't lost their sense of wonder," said Richard Hutton, vice president of the Disney Institute. "All our guests will be able to design their own vacations, doing as much -- or as little -- as they like. No two guests will have the same experience."

The Disney Institute itself will be a lakeside enclave. Designed by noted architect Tom Beeby, its facilities will include 28 program studios, a broadcast-quality performance center, an outdoor amphitheater, a state-of-the-art cinema, a closed-circuit TV and radio station, a sports and fitness center with a full-service spa, clay tennis courts, an 18-hole championship golf course, five swimming pools and a separate supervised youth center.

Guest rates for the Disney Institute will be approximately \$582 per person, double occupancy, for a minimum three-night stay; this charge covers accommodations, programs, baggage tips, a one-day Disney theme park pass and taxes.

For information, travel agents should call 1-800-884-3975; and consumers, 1-800-496-6337. Outside the U.S., agents and consumers should call 407-827-4800.

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For more information, contact Bob Mervine, Manager, Public Relations, Disney Institute, 407/827-7049 or 407/827-77454 (fax).