



DISNEY GUESTS BECOME STARS
Disney Shares Guests' Memories with "[Let the Memories Begin](#)" Campaign

ORLANDO, Fla. (October 5, 2010) - Walt Disney Parks and Resorts finally revealed their big plans for 2011, an interactive, user-generated content campaign called "Let the Memories Begin." The campaign aims to inspire and recapture memories made at [Disneyland](#) or Disney World's [Magic Kingdom](#).

A touching television advertisement shows fond memories of real people, young and old, enjoying the Disney parks. For those who would like their memories to be featured in a future advertisement or promotion, Disney is accepting submissions of photos and videos on:



In addition to advertising, Disney will also feature new guest-submitted photo memories every night in two of its theme parks, starting January 2011. Guests at Disney World in Orlando can look for their memories on [Cinderella's Castle](#) in the Magic Kingdom, while Disneyland guests can spot their memories while enjoying the iconic "[It's a Small World](#)" ride.

Whether it's reminiscing in the old or inspiring the new, "Let the Memories Begin" hopes to capture the best memories that were made possible by the magic of Disney.

Watch the memories by [clicking here](#).

