



Marketing Calendar 2010

<p>October</p> <ul style="list-style-type: none"> Mickey's Not-So-Scary Halloween Party (Sept. 4, 11, 15, 18, 22, 25, 29, Oct. 1, 2, 6, 8, 9, 12, 13, 15, 18, 20, 22, 23, 25, 27, 28, 29, 31 Nov. 1) <p>Holiday Postcard Release (impact dates: November 24 to January 2)</p>	<p>November</p> <ul style="list-style-type: none"> Festival of the Masters (Nov. 13-15) Children's Miracle Network Golf Classic—PGA TOUR Event (Nov. 12-15) Mickey's Very Merry Christmas Party (Nov. 10, 12, 13, 15, 17, 19, 20, 29— Dec. 1, 3, 4, 6, 8, 10, 11, 13, 15, 17, 18) Holiday Around the World/ Candlelight Processional (Nov 27—Dec 30) 	<p>December</p> <ul style="list-style-type: none"> Mickey's Very Merry Christmas Party (Nov. 10, 12, 13, 15, 17, 19, 20, 29— Dec. 1, 3, 4, 6, 8, 10, 11, 13, 15, 17, 18) Holidays Around the World/ Candlelight Processional (Nov 27—Dec 30) The Osborne Family Spectacle of Dancing Lights at Disney's Hollywood Studios™ (Nov. 30— Jan. 3) 	<p>January</p> <ul style="list-style-type: none"> "What Will You Celebrate" - Launch Walt Disney World® Marathon Weekend (TBD) <p>Release of Epcot® Flower & Garden Postcard (impact: April - June)</p>	<p>February</p> <ul style="list-style-type: none"> ESPN the Weekend at Disney's Hollywood Studios™ (TBD) Atlanta Braves Spring Training (TBD)
<p>March</p> <ul style="list-style-type: none"> Epcot® International Flower & Garden Festival (Mar. 3—May 16) Atlanta Braves Spring Training (TBD) 	<p>April</p> <ul style="list-style-type: none"> Epcot® International Flower & Garden Festival (March 3—May 16) Grad Nite at Magic Kingdom® Park (April 23, 24, 30 and May 1) 	<p>May</p> <ul style="list-style-type: none"> Epcot® International Flower & Garden Festival (March 3—May 16) Star Wars Weekends (TBD) 	<p>June</p> <ul style="list-style-type: none"> Star Wars Weekends (TBD) Sounds Like Summer at Epcot® Concer Series (TBD) 	<p>July</p> <ul style="list-style-type: none"> Sounds Like Summer at Epcot® Concer Series (TBD) <p>Release of Epcot® Food & Wine Postcard (impact: September - November)</p>
<p>August</p> <ul style="list-style-type: none"> Sounds Like Summer at Epcot® Concer Series (TBD) <p>★ Last Chance Push— ★ "What Will You Celebrate" (impact: August—December)</p>	<p>September</p> <ul style="list-style-type: none"> Night of Joy at Magic Kingdom® Park (TBD) Epcot® International Food & Wine Festival (Sept. 24—Nov. 7) Mickey's Not-So-Scary Halloween Party (TBD) 	<p>October</p> <ul style="list-style-type: none"> Mickey's Not-So-Scary Halloween Party (TBD) Epcot® International Food & Wine Festival (Sept. 24—Nov. 7) <p>Release of Holiday Postcard (impact: November - December)</p>	<p>November</p> <ul style="list-style-type: none"> Festival of the Masters (TBD) Children's Miracle Network Golf Classic—PGA TOUR Event (TBD) Mickey's Very Merry Christmas Party (TBD) Holiday Around the World/ Candlelight Processional (TBD) 	<p>December</p> <ul style="list-style-type: none"> Mickey's Very Merry Christmas Party (TBD) Holidays Around the World/ Candlelight Processional (TBD) The Osborne Family Spectacle of Dancing Lights at Disney's Hollywood Studios™ (TBD)