

**PRESS RELEASE**  
**Wednesday, 12 March 2008**  
**For Immediate Release**



**PPA MEMBERS TO LAUNCH DISNEY'S  
MICKEY MOUSE CLUBHOUSE DVD**

Members of the Play Providers Association (PPA) have been given the opportunity to launch Disney's latest DVD aimed at pre-school children.

To celebrate the DVD release of the Mickey Mouse Clubhouse: Storybook Surprises on March 17<sup>th</sup>, PPA members will run a special Disney Day on Friday 14<sup>th</sup> March. Disney will provide a play pack to every child who visits a participating centre on the day of promotion. The pack will contain a Disney Playhouse Channel sampler DVD, containing three episodes, an eight-page booklet featuring activity and colouring sheets and competition opportunities to win £100 Disney store vouchers and a pack of Disney Preschool DVDs. Each centre will receive 3 copies of Mickey Mouse Clubhouse: Storybook Surprises which will also be available as competition collateral.

This is an exciting link up for the PPA members; as not only will members be able to align themselves with one of the most famous brands in the world, but their customers will receive a Disney fun pack to keep the kids entertained. Speaking about the new partnership Russell Gardner from the PPA executive committee commented: "The PPA is delighted to announce our partnership with Disney. The PPA and all its members continually strive for excellence in customer service and are committed to raising standards in our industry. This unique programme, designed to promote Mickey Mouse Clubhouse Storybook Surprises DVD, will be rolled out through the 90 plus PPA members and is expected to reach over 25,000 customers during the promotional period. PPA customers spend on average 1.5 hours in each site providing an ideal route to market for Disney and other organisations keen to target

the 0-11 age group. We hope to build on this relationship with Disney and develop other innovative programmes in the near future.”

Disney executive, Jacqui Ashworth said: “This is a great opportunity for Disney and we are delighted to link up with the PPA in this way. There is a natural synergy in working with the PPA’s members, we share the target audience, and from a marketing perspective, it is an effective means of communicating the launch of a key pre-school title to parents and kids. The kids will love the fun packs and should keep them out of mischief for a while.”

**All press and general enquiries regarding the PPA to:**

Kate Costin      Association Manager  
Tel                    02476 414999 ext 205  
Fax                    02476 414990  
Email                [kate@sportsandplay.com](mailto:kate@sportsandplay.com)  
Web                   [www.playproviders.org.uk](http://www.playproviders.org.uk)

**About the PPA:**

The PPA has been formed to promote, develop and protect the interests of all businesses engaged in providing enclosed play facilities and exists under the umbrella of the Federation of Sports and Play Associations. To view PPA members sites visit the website at [www.playproviders.org.uk](http://www.playproviders.org.uk)

**All press and general enquiries regarding Disney:**

**Press:** Ginni Ryan at Consolidated, 22 Endell Street, London, WC2H 9AD.

Tel. 020 7781 2300 or email [ginnir@consol.co.uk](mailto:ginnir@consol.co.uk)

**TV and Radio:** Leigh Debbage at Wired 76/78 Charlotte St, London W1T

4QW. Tel 0207 182 7773 or [leigh@wired.uk.com](mailto:leigh@wired.uk.com)

For images and further details please log onto [www.image.net](http://www.image.net)

**-ENDS-**