

## Disney Pictures' 'Tinker Bell' Coming in Fall 2008

by Bend\_Weekly\_News\_Sources

### Film Will Bring to Life Disney's Latest Franchise in This All New CG-Animated Feature

Walt Disney Pictures' all new CG-animated feature "Tinker Bell" will arrive worldwide in Fall 2008 from Disney's Buena Vista Worldwide Home Entertainment it was announced Friday by Bob Chapek, president of BVWHE.

"Tinker Bell," produced by DisneyToon Studios, will be the first time audiences hear Tinker Bell speak, as the movie brings to life the amazing world of Disney Fairies, The Walt Disney Company's newest franchise, in all-new CG-animation with Brittany Murphy as the voice of the spunky and sassy fairy. In the tradition of its many animated classics, Disney will bring to life an enchanting tale of Pixie Hollow and Tink's new fairy friends voiced by some of Hollywood's most talented actors.

"Tinker Bell' represents an incredible franchise opportunity in the home entertainment category," said Chapek. "Audiences will get to know Tinker Bell like never before, and will fall in love with her all over again."

Disney Fairies builds upon the enormous popularity of Tinker Bell and introduces children to her secret, magical world and a new circle of enchanting fairy friends -- each with an incredibly diverse talent, personality and look. Disney Consumer Products introduced Disney Fairies in 2005 with the release of New York Times best-seller, "Fairy Dust and the Quest for the Egg," from Disney Publishing Worldwide, followed by an apparel line, toys, a global magazine launch and a series of award-winning chapter books in 2006.

"Tinker Bell has been recognized as an icon by fans of all ages for many years -- her merchandise sales to date have proven this despite the lack of new content," said Andy Mooney, chairman of Disney Consumer Products. "This new film will bring to life Tinker Bell's spectacular world and will offer incremental opportunities across the company to grow the Disney Fairies franchise significantly."

Disney Fairies represents an expanded definition of synergy at The Walt Disney Company. As part of its ongoing commitment to drive the franchise companywide, Tinker Bell will be supported with a strong marketing campaign and a broad licensed merchandise program at major retailers around the world through an expanded Disney Fairies line from Disney Consumer Products. The new line will launch into new categories such as role play, youth electronics, stationery, home decor, and personal care.

The iconic Tinker Bell character, together with the Tinker Bell film and Disney Fairies product line, will provide a multitude of new experiences for families to enjoy and treasure for many years to come.

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