

 **WESTERN CENTER**
FOR ARCHAEOLOGY & PALEONTOLOGY

Presents

 **the**
MUSIC
behind the
Magic
Disney 1928-today

February 6th—May 10th, 2009





FOR IMMEDIATE RELEASE

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DISNEY: THE MUSIC BEHIND THE MAGIC, DEBUTS FEBRUARY 6th at Western Center for Archaeology & Paleontology

Landmark exhibition tells the remarkable story of Disney's innovative use of music and its impact and influence on American popular culture

HEMET - *Disney: The Music Behind the Magic*, created by Experience Music Project (EMP), Seattle, is the first comprehensive exhibition devoted to exploring and examining the role music has played in The Walt Disney Company's phenomenal successes over the past 80 years. The exhibition opens February 6th at the Western Center for Archaeology & Paleontology, Dr. Paisley Cato, Assistant Director announces today.

Disney: The Music Behind the Magic will run at the Western Center for Archaeology & Paleontology for 13 weeks, making the City of Hemet the exhibitions' only California location for 2009! The exhibition was created to coincide with the 50th anniversary celebration of Walt Disney Records who have provided unprecedented access into their archives and talent pool expressly for this exhibition.

In 1927, when Walt Disney saw the first "talkie," he understood that sound was going to revolutionize the film industry. The Disney Studio quickly became known for its creative and innovative use of musical storytelling to establish mood, setting and character, to drive narratives, and to create an emotional connection with audiences. "Disney songwriters have created some of America's most popular and enduring music," EMP Senior Curator Jasen Emmons explains, "Experience Music Project is extremely pleased to have the opportunity to survey this rich history and commemorate Disney's impact in this exhibition."

"We've enjoyed the collaboration with EMP on this exhibition," said Robert Marick, Sr. Vice President/General Manager, Walt Disney Records. "Music has always played an integral role in the success of all facets of the Walt Disney Company. This exhibition captures, for the very first time, the lasting legacy and impact Disney has made in the music industry and pop culture around the world. The exhibit is a terrific way to celebrate the label's 50th Anniversary."

Disney: The Music Behind the Magic will explore Disney's legacy and draw inspiration from Disney animation, television programming, theme parks, live-action films and Broadway musicals in addition to the label's artist roster past and present, which includes music sensations ranging from Annette Funicello to Raven-Symoné and The Cheetah Girls. The exhibition will contain more than 65 rare artifacts from the Disney Archives and will feature five interpretive videos, including excerpts of key Disney films and interviews with artists and experts such as Richard Sherman, Alan Menken, Phil Collins and Leonard Maltin. Visitors will also engage in interactive activities where, for example, they can mix their own classic Disney tracks and even participate in a musical interactive challenge.

In addition, this highly anticipated exhibition will be supplemented with thoughtful and engaging educational programming anticipated to reach hundreds of thousands of students, educators and families. For ticket and additional information on the Western Center for Archaeology & Paleontology, please visit www.westerncentermuseum.org or phone 951-791-0033.

ABOUT THE WESTERN CENTER FOR ARCHAEOLOGY & PALEONTOLOGY: The Western Center for Archaeology & Paleontology is a beautiful, state-of-the-art museum dedicated to the preservation, curation, interpretation, and presentation of archaeological and paleontological artifacts and fossils. Opened in 2006, the Western Center provides educational, research, and service opportunities to students and the general public, and is a repository for archaeological and paleontological materials and the documentation of cultural and natural histories from this region. The Western Center for Archaeology & Paleontology is committed to providing quality programs lead by educators, scientists, and thinkers who are standouts in their field.

ABOUT WALT DISNEY RECORDS 50TH ANNIVERSARY CELEBRATION: Celebrating 50 years of turning music into gold, Walt Disney Records (WDR) has set the standard as the leader in family audio entertainment. The label has earned more than 275 gold, platinum and multiplatinum awards from the R.I.A.A, and several of its releases rank among the top-selling singles and soundtracks of all time. The label also produces music for the whole family including infants/toddlers, kids and tweens/teens plus special releases from Disney's expansive catalog.

Over the years WDR has helped preserve Disney's rich musical history by re-mastering many of its classic soundtracks. In celebration of the 50th anniversary, the label has begun the preservation and restoration of its earliest classic recordings. These vintage masters will be digitally transferred and restored in an effort to keep the legacy and musical spirit of Disney alive for future generations. Select titles will be available for the first time on digital format beginning this fall.

Walt Disney Records and its imprints Buena Vista Records and Disney Sound are part of The Buena Vista Music Group. The Buena Vista Music Group encompasses all of The Walt Disney Company's recorded music and music publishing operations.

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