

The Walt Disney Company

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The Walt Disney Company



Is the largest media and entertainment conglomerate in the world.

The Walt Disney Company consists of :



Studio Entertainment, which includes the company's films, recording label, and theatrical divisions.

Media Networks, which includes the company's television and Internet operations.



Parks and resorts, featuring the company's theme parks, cruise line and other travel-related assets.

Disney Consumer Products, which produces toys, clothing and other merchandising, based upon Disney-owned properties.



The Logo.



- The logo of Walt Disney Company is one of the most well-known and recognized logo in the world.

The Foundation of the company.

- It was founded on October 16, 1932 by brothers Walt Disney
- and Roy Disney as the Disney Brothers Cartoon Studio.





On December 15, 1966 Walt Disney died of lung cancer and Roy Disney took over as a chairman and president of the company. He renamed Disney World as “Walt Disney World”, in honor of his brother and his vision.

Mickey Mouse.

One of famous Disney's cartoons is Mickey Mouse.

The first two silent Mickey Mouse cartoons were created in 1928. Mickey became an icon for Walt Disney Company and the symbol of American pop-culture.

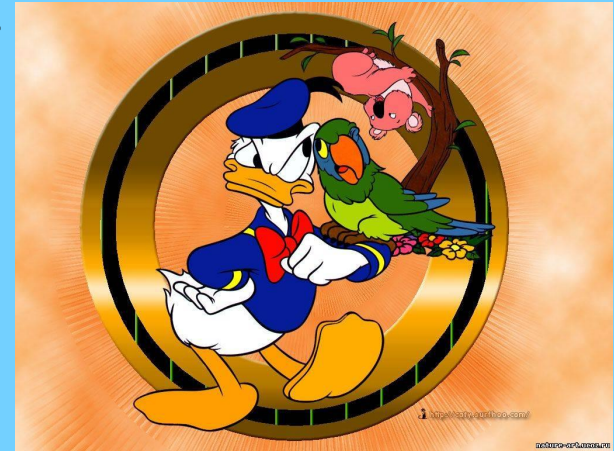
In 1929, Walt Disney began the first Mickey Mouse clubs which were located in hundreds of movie theaters across the United States. [\[1\]](#)



In 1933-1942 the studio released
animated shorts and features,
such as:



Dumbo (1941)



Donald Duck (1933)



Bambi (1942)

The Walt Disney Studio created more than one hundred cartoons, between them:



Cinderella



Alice's in the
Wonderland



The Snow White and the seven Dwarfs

The Walt Disney Studio features films, which have a great success:



Disneyland



- The idea of creation the Disneyland Park conceived out of a desire for a place where parents and children could both have fun. On July 18, 1955, Walt Disney opened Disneyland with a live television broadcast.

Disneyland continued to grow and attract visitors from across the country and around the world.

In November 1965, “Disney World” Was announced, with plans for theme parks, hotels, and even a model city on thousands of acres of land.

Nowadays there are five Disneyland Parks: In Paris, Tokio, Florida, California and Gonkong.





Nowadays Disney's cartoons and films are very popular among children and adults all over the world. The Company continues to create new features and movies, produce customs for children and attract thousands of tourists with its amazing parks.