

## Disney World, Orlando, Friendship with Swindon

Councillors may well be aware of the friendship link with Disneyland Florida which has emerged over the last few months. The friendship link was initiated by the Disney Corporation who picked a local resident in a national competition to find a town to be linked with. It lasts for the calendar year of 2010

Officers and Councillor Brian Mattock have met with representatives of Disney to discuss how this friendship may be recognised and celebrated, and the Mayor attended a ceremony on the 16<sup>th</sup> February where a friendship plaque was unveiled.

Ideas currently being considered by Disney include:

Community Projects – Disney employees undertaking work in the community  
Old Town Festival – Disney characters making an appearance  
International children's Day June 1<sup>st</sup> – Disney supporting this initiative  
Swindon Film Festival – Disney supporting this event  
Town centre events such as a parade, Christmas lights switch on  
Educational – linking Swindon Colleges to experts from Disney to contribute lectures etc  
Business, inviting the Disney institute to run a master class for Swindon hospitality and other service businesses.

These discussions are ongoing and I would be pleased to update you at a future meeting.

Bill Cotton  
Director Economic and Cultural Development  
Swindon Borough Council.