



OCEAN COUNTY LIBRARY

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PRESS RELEASE

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Disney Legend Marty Sklar to Visit Toms River Branch of the Ocean County Library

We've all read about the experts: the artists, the scientists, the engineers-that special group of people known as Imagineers for The Walt Disney Company. But who are they? How did they join the team? What is it like to spend a day in their shoes? Disney Legend Marty Sklar will visit the Toms River branch of the Ocean County Library (101 Washington St) on Sunday, October 11, at 2 p.m. to answer these burning questions, at a special book signing event.

When Marty was president of Walt Disney Imagineering, he created a list of principles and ideals for the team, aptly named Mickey's Ten Commandments. Using this code of standards as his organizational flow, Marty provides readers with insights and advice from himself and dozens of hands-on Imagineers from around the globe. All featured in his new book, *One Little Spark!: Mickey's Ten Commandments and The Road to Imagineering*, he provides a true insider's look like no other!

Marty Sklar was a student at UCLA and editor of its *Daily Bruin* newspaper in 1955 when he was recruited to create an 1890s-themed newspaper, *The Disneyland News*, a month before the theme park opened. After graduating, he joined Disneyland full-time in 1956, where he held responsibility for most of the park's publicity and marketing materials.

In 1961, he moved to WED Enterprises, renamed in 1986 to Walt Disney Imagineering, where he worked on attractions for the 1964 New York World's Fair. For nearly ten years, he wrote personal materials for Walt Disney for use in publications, television and special films. In 1974 he became vice president of concepts/planning, and guided the creative development of EPCOT.

As vice president of creative development, executive vice president and then president of Imagineering for nine years, Sklar supervised the design and construction of Tokyo Disneyland, the Disney-MGM Studios, Disneyland Paris, Disney's Animal Kingdom, Disney California Adventure Park, Tokyo DisneySea, the Walt Disney Studios Park and most recently Hong Kong Disneyland.

Books will be available for sale at the event. To register, or for more information, contact the Toms River branch of the Ocean County Library at (732) 349-6200, or visit theoceancountylibrary.org.