

Expo Milano Announces That Disney Italia Will Design Expo Milano's 2015 Mascot

Written by Australian Business

NEW YORK, Sept. 25, 2013 /PRNewswire/ -- Today, Expo Milano announced that it has selected Disney Italia to design the official mascot of Expo Milano 2015. Disney Italia, a leader in media and entertainment sector, won a competitive tender for the development, promotion and commercialization of Universal Exposition's Intellectual Property. The news was announced this afternoon in New York by Expo Milano 2015 CEO Giuseppe Sala during his mission to the US

The mascot to be created by The Walt Disney Company Italia for Expo Milano 2015 will become the first ambassador of the 2015 event and will be incorporated into a variety of merchandising products. The mascot will represent and reflect in Disney style the Universal Exposition's theme "Feeding the Planet, Energy for Life."

"Disney Italia –explained Expo Milano 2015 CEO Giuseppe Sala – has won this significant tender, in which many of the world's leading entertainment companies participated. The design of the Universal Exposition's mascot needs to be original and creative, expressing the theme of the 2015 Universal Exposition. I would like to thank Disney Italia for its hard work so far, and for the crucial contribution the mascot it designs will make to our success. With its vast experience in the entertainment sector, Disney Italia has presented a very impressive proposal, which will certainly win the hearts of Expo Milano's 2015 visitors."

The Expo Milano 2015 official mascot will be unveiled in the coming weeks at a dedicated event.

SOURCE Expo Milano