



The Magic of YPO Abracadabra! 2024 Magic by the Numbers

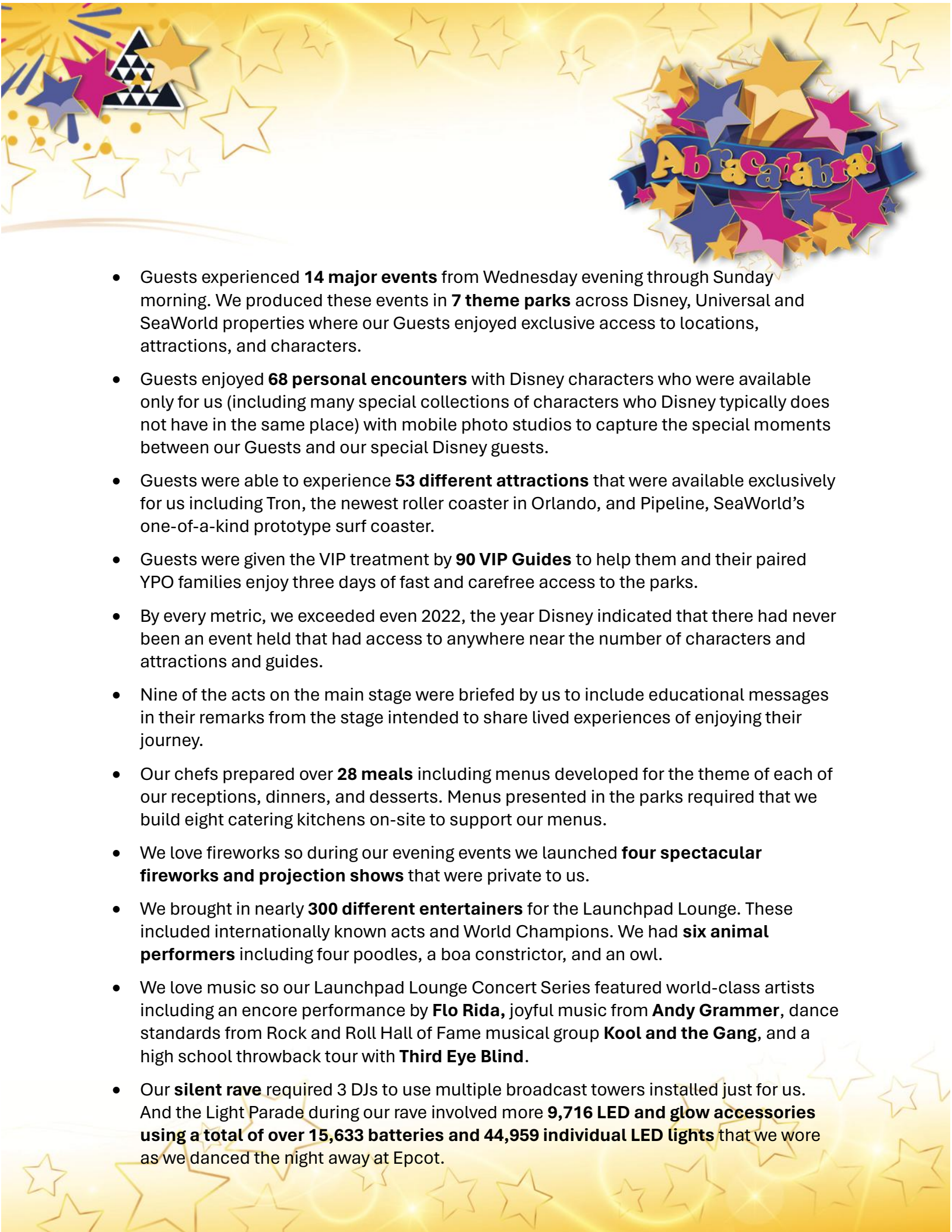
It's Sunday night and we have reached our destination on this 2024 Abracadabra! Journey. We hope the trip home was easy, and that your kids are dreaming peacefully while making up for the sleep that they missed.

It has been such a whirlwind. That we have had little time to reflect on the journey we have shared. As Champions, we feel privileged that you trusted us to guide your family. **We hope that you continue to explore the world through the eyes of your children, growing and learning together along the way.** Who knows just how far you'll go! And yes, there was even the launch of Abracadabra! 2026.

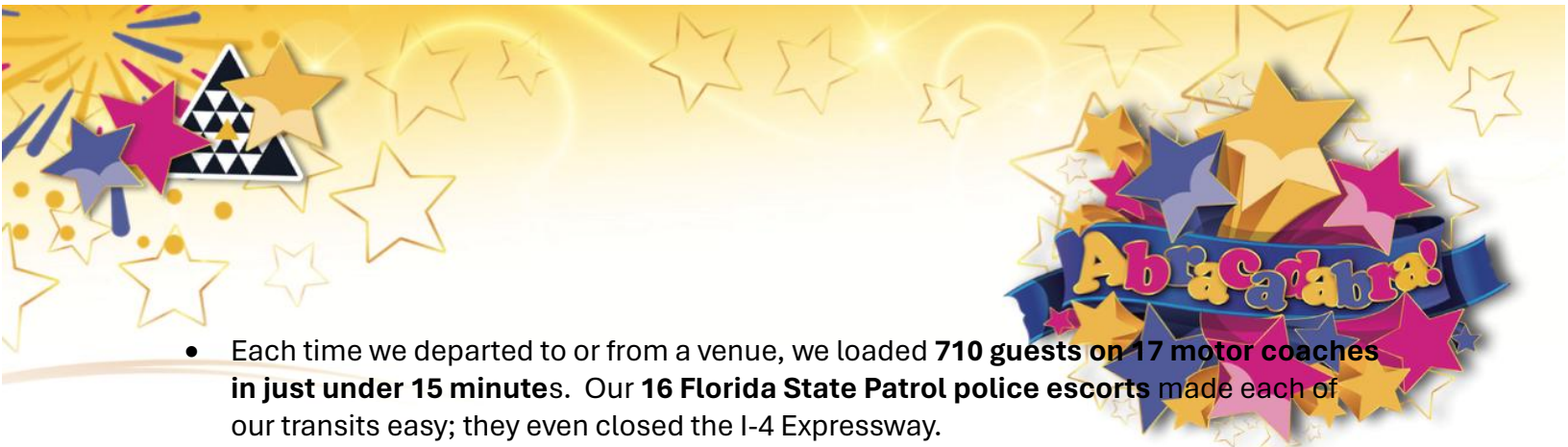
Even we can't believe how Abracadabra! has grown in joy, fun, scale, and complexity over time.

Let's consider the **Magic by the Numbers**.

- We were a group of **167 YPO families** of which 94 were returning for another event and 73 were first-time families not at all prepared for what they were about to experience.
- Even in advance of Wednesday arrivals, more than 303 of our Guests had downloaded and registered for the **Magic App** which is our handy reference guide to all the magic including member-to-member connectivity, socials, special events, attractions, character greetings, and menus. And Waldo, our photo app is delivering almost **10,000 Guest photos** using facial recognition to create personalized cloud based digital albums for each guest with only their family photos. These are just some of the ways we create the exceptional experience that is the hallmark of Magic of YPO.
- We had created more than **100 different items to be gifted to our Guests** as part of the story we told with each of our eight main events. All the items were designed by us and produced to our specification. They included multiple costumes sized and personalized for each of our Guests and other items recognizing repeater status. The Magic Memory Box that families received Saturday night included their castle portrait from Saturday morning along with many personalized mementos of the week. Because it was assembled on site using lean methodologies; five Magic Factory cast members built 167 Magic Memory Boxes in just under 3 hours.
- We conducted **1,503 room drops** with each one requiring Disney Cast members to find a space to display our gifts to match a photo standard we gave the Cast Member.



- Guests experienced **14 major events** from Wednesday evening through Sunday morning. We produced these events in **7 theme parks** across Disney, Universal and SeaWorld properties where our Guests enjoyed exclusive access to locations, attractions, and characters.
- Guests enjoyed **68 personal encounters** with Disney characters who were available only for us (including many special collections of characters who Disney typically does not have in the same place) with mobile photo studios to capture the special moments between our Guests and our special Disney guests.
- Guests were able to experience **53 different attractions** that were available exclusively for us including Tron, the newest roller coaster in Orlando, and Pipeline, SeaWorld's one-of-a-kind prototype surf coaster.
- Guests were given the VIP treatment by **90 VIP Guides** to help them and their paired YPO families enjoy three days of fast and carefree access to the parks.
- By every metric, we exceeded even 2022, the year Disney indicated that there had never been an event held that had access to anywhere near the number of characters and attractions and guides.
- Nine of the acts on the main stage were briefed by us to include educational messages in their remarks from the stage intended to share lived experiences of enjoying their journey.
- Our chefs prepared over **28 meals** including menus developed for the theme of each of our receptions, dinners, and desserts. Menus presented in the parks required that we build eight catering kitchens on-site to support our menus.
- We love fireworks so during our evening events we launched **four spectacular fireworks and projection shows** that were private to us.
- We brought in nearly **300 different entertainers** for the Launchpad Lounge. These included internationally known acts and World Champions. We had **six animal performers** including four poodles, a boa constrictor, and an owl.
- We love music so our Launchpad Lounge Concert Series featured world-class artists including an encore performance by **Flo Rida**, joyful music from **Andy Grammer**, dance standards from Rock and Roll Hall of Fame musical group **Kool and the Gang**, and a high school throwback tour with **Third Eye Blind**.
- Our **silent rave** required 3 DJs to use multiple broadcast towers installed just for us. And the Light Parade during our rave involved more **9,716 LED and glow accessories using a total of over 15,633 batteries and 44,959 individual LED lights** that we wore as we danced the night away at Epcot.

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- Each time we departed to or from a venue, we loaded **710 guests on 17 motor coaches in just under 15 minutes**. Our **16 Florida State Patrol police escorts** made each of our transits easy; they even closed the I-4 Expressway.
 - We had more than **20 Abracadabra and 100 theme park cast leaders** working behind the scenes to deliver this magical experience.

While all of the metrics and measures are important, the ones above are missing are the ones that mean the most to us:

- We shared an experience that created new friendships between kids and adults from all over the world.
- We saw thousands of hugs and kisses between family members and special Disney guests as the fine line of reality gave way to a belief in magic.
- We viewed thousands of air punches, high fives, and fist bumps as our Guests conquered their first rollercoasters, dance parties, food fears, trivia competitions and other challenges.
- We noted thousands of wide eyes and huge smiles representing a special kind of happiness that only a once in a lifetime experience can bring.
- We glimpsed in all of you, both children and adults, the joy and happiness of childhood.


Life is a journey... we hope that as you travel along this journey every day is magical. Thank you for your trust in us to create this experience for you.

Bruce & Laurel Newman and Family
Champions, Magic of YPO
YPO Philadelphia Gold

Matthew & Lea Cohn and Family
Champions, Magic of YPO
YPO Philadelphia Gold

PS

We thought it important to share with you (and for you to share with your children) that we have made a donation on your behalf to our partner charity Give Kids The World. Give Kids The World is an 84-acre, nonprofit resort in Central Florida that provides weeklong, cost-free vacations to children with life-threatening illnesses and their families. Their goal is to provide everything these deserving families need to make their trip the vacation of a


The header features a yellow background with numerous stars of various sizes and colors (yellow, pink, blue). In the top right corner, there is a banner that says "Abracadabra!" in a colorful, stylized font, surrounded by more stars. In the top left corner, there is a small black and white geometric pattern.

lifetime. Since 1986, more than 160,000 children and families have had their dreams fulfilled in a whimsical Village unlike any other place on earth.

Over the past 14 years your generosity has helped so many families enjoy Disney through the eyes of their children. This week reminded us of just how blessed we are.

PPS

If you are interested in pre-registering for Abracadabra! 2026, please sign-up at <https://www.magicofypo.org/disney2026>.

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