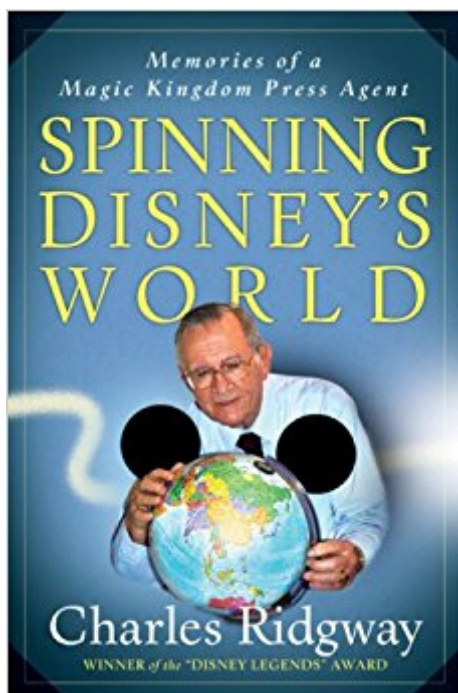


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# Spinning Disney's World: Memories Of A Magic Kingdom Press Agent



## Synopsis

Disney Legend Charles Ridgway looks back on over forty years of working with the Mouse, from Disneyland, to Walt Disney World, to Euro-Disney and beyond. Filled with light-hearted and hilarious reminiscences of famous people and outlandish publicity stunts, this memoir will delight Disney fans young and old.

## Book Information

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## Customer Reviews

Author Ridgway spent four decades pushing Disney on millions of consumers worldwide, and this collection of "war stories" from the front lines of perhaps the biggest marketing success in history brims with insider info, but without once betraying the Disney name. It's to Ridgway's credit that his fondness for his subject-he writes kindly of almost everyone he met and worked with-doesn't detract from the integrity or appeal of the material. Occasionally, Ridgway's admiration for Walt Disney dips into adoration, but it's a sentiment that feels genuine-even if it is echoed throughout the company as detailed here, despite its size, its power and (largely unmentioned) accounts to the contrary.

Fascinating asides delve into the personalities that fueled Disney's dream, as well as the newspeople and celebrities involved in Ridgway's PR efforts. Among numerous charmers, Ridgway's best story chronicles the intense, hilarious effort to train 50 newborn ducklings to "follow" the Donald Duck character in a 50th Birthday Parade. Other tales include the orchestration of parades and VIP galas; the impetus, construction and opening of attractions at both parks (including Ridgway's accidental early outing of the "Florida project"); and the arrival of Michael Eisner and

Frank Wells. Entertaining throughout, Ridgway's prose is fluid and gentle, reflecting that sense of wholesome delight common to Disney creations, making this a rare behind-the-Mouse-ears exposé that's a real crowd-pleaser. Copyright © Reed Business Information, a division of Reed Elsevier Inc. All rights reserved.

"Charlie made a lot of Disney history. He recounts much of it in his book, his words [are] well-chosen."--Bob McLain, Disney Dispatch, May 17, 2011  
"Wow does he have stories to share" --I felt like I knew Walt personally and was sitting down reminiscing with Charlie."--Jessica Clawson, Walt Writers.com, July 8, 2011

If you find the Disney organization and the parks in particular, interesting, this is a MUST HAVE book. So many books written by past employees offer personal reflections of the same general things and stories about the parks and Walt himself. Charlie Ridgway gives us a whole new set of stories to learn about! Sure his style is wandering and takes you all over the world and through the years in an almost haphazard way, but it is like the way one tours a Disney park... wandering from one attraction, fascination, show, land to another. You are in GOOD storytelling hands with THIS tour guide however. Everything is fresh and seen through the eyes of wonder as Charlie describes his personal joy and love of assignment on every page. Even though written several years ago, this collection of recollections remains as relevant and fascinating as ever. Thanks for a trip around the worlds Charlie. I'll never forget them!

I've held off for a long time reading this book, mostly because I wasn't impressed with Charles Ridgway's promotion of this book on Disney fan podcasts years ago. Ridgway told the exact same two or three stories on every show. I've now read the book, and while this book is an enjoyable read, it lacks substance or any compelling reason for a Disney fan to read it. Ridgway tells a series of partial anecdotes without really making them interesting and drops names of every famous person he's run into. While an enjoyable read, Jack Lindquist's and Marty Sklar's books are far more interesting.

Charles Ridgway tells the tales of what it was like to work for Disney during the early days of Disneyland and into the building of Walt Disney World. This behind the scenes tour is not a tell-all, but an honest account of what it is like to work for the most magical company in the world, during the years when magic was happening every day, as new parks were built, new attractions were

designed and rolled out, even working with Walt Disney himself. Engaging and insightful, a tale any Disney addict would enjoy.

For a girl who's loved Disney all her life this book carries me back over so many decades and relives the memories of those Disney parks in vivid color! Well written and composed by someone who obviously knows Disney well! Thanks for sharing!

Very simple writing and a few times where he would repeat himself, but great stories nonetheless. Some good background information on stories that many people may know already, but not the full story. There is a Disney bias, but not written by just another Disney fanboy.

Great perspective from the guy who knows. Loved it! Thanks, Charlie!

As a huge Disney fan, I try to read as much Disney historic material as I can. Consequently, I was really looking forward to reading Mr. Ridgeway's book. Unfortunately, half-way through the book I just wanted it to be over. For one thing, most of the really interesting stories have been told before, so there were no real surprises. For instance most people know about the issues with the opening day of Disneyland. Many of the other stories were just not interesting. What we treated to was an inventory of all the celebrities (and non-celebrities) that made their way through the park. Several times throughout the book the same information was presented. I actually thought the book might have been more enjoyable had it been 30% shorter. Most disappointing was the length at which the Disney corporation "wined and dined" sponsors, politicians, the media, and entertainers. One wonders if Disney World would be more affordable to the average American if the company would spend less of its resources entertaining "special" guests. I always felt "special" while at Walt Disney World. It appears that some are more "special" than others.

As always we read just about anything from anyone who ever worked at Disney, in an effort to further our ongoing education about the theme park design process. Even a janitor might provide insight as to the almost mystical inner workings of the Disney corporation. However, Mr. Ridgeway never really grabbed us. His writing style is pleasantly folksy, like hearing a story from a good neighbor... but he really never reveals anything of consequence that you cannot find out in any of the multitude of other books on The Disney Brothers, or their company. We suspect that if he really wanted to, he could reveal much more than he is willing to tell. Understandable, as he paints

himself as a devoted employee. Personally I would like to spend a day with Mr. Ridgway, just picking his brain... but his book isn't really going to "let you in on anything". We hope he has some success because he is a likable fellow, but if you're really after information that you cannot get from other Disney "Tell all" books... you will not discover much in Mr. Ridgway's book. The title attracted us with promises, which never seemed to materialize.

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