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**MIRROR MIRROR ON THE WALL, WHO'S THE CUTEST PET OF ALL?**

**ANIMAL PLANET AND DISNEY SCARE UP AMERICA'S CUTEST: DISNEY SIDE HOWL-O-WEEN**

***-- John O'Hurley Hosts One-hour Halloween Special Premiering October 18 --***

**WHO:** Animal Planet and Disney join forces for a **PET**acular special, which encourages fans to show their Disney Side by dressing their pets as their favorite Disney characters in a one-hour special hosted by actor and pet lover John O'Hurley (*Seinfeld*, *Family Feud*).

**WHAT/WHEN:** **AMERICA'S CUTEST: DISNEY SIDE HOWL-O-WEEN** premieres **Saturday, October 18**, and is adorably full of tricks and treats: pets disguise themselves as Disney princesses, pirates, heroes and villains; and viewers get treated to the most kooky, spooky hour of TV yet! The special unfolds with a search for clips of America's most beloved pets showing their Disney Side. Clip submissions are divided into five different Disney-themed categories, with a finalist selected in each category.

**WHERE:** The special, which airs on Animal Planet, was filmed at Walt Disney World Resort, site of the first-ever Disney Side Dog's Day. It features 101 dogs parading down Main Street, U.S.A.; a doggie dance party; and more lovable costumed canines in the Magic Kingdom park.

**THE FINALE:** **AMERICA'S CUTEST: DISNEY SIDE HOWL-O-WEEN** pet is titled! And there's a very special 'hairy-tale' ending: this pet serves as Grand Marshal of "Mickey's Boo-to-You" Halloween Parade at Walt Disney World Resort.

**WHY:** ...Because **AMERICA'S CUTEST: DISNEY SIDE HOWL-O-WEEN** proves that "it's a paws world after all!"

**AMERICA'S CUTEST: DISNEY SIDE HOWL-O-WEEN** was produced by Powderhouse Productions for Animal Planet. Seanbaker Carter, Joel Olicker and John Tomlin are executive producers for Powderhouse Productions. Melinda Toporoff is executive producer for Animal Planet and Pat Dempsey is associate producer. Tony Shepherd is producer for Walt Disney Parks and Resorts.

#### **About Animal Planet**

Animal Planet, a multi-media business unit of Discovery Communications, is the world's only entertainment brand that immerses viewers in the full range of life in the animal kingdom with rich, deep content via multiple platforms and offers animal lovers and pet owners access to a centralized online, television and mobile community for immersive, engaging, high-quality entertainment, information and enrichment. Animal Planet consists of the Animal Planet television network, available in more than 94 million homes in the US; online assets [www.animalplanet.com](http://www.animalplanet.com), the ultimate online destination for all things animal; Animal Planet LIVE, the go-to digital destination for round-the-clock, unfiltered access to the animal kingdom; and other media platforms including a robust Video-on-Demand (VOD) service, and merchandising extensions.

#### **About Walt Disney World Resort**

Walt Disney World Resort is a contiguous, nearly 40-square-mile, world-class entertainment and recreation destination featuring four theme parks (Magic Kingdom, Epcot, Disney's Hollywood Studios and Disney's Animal Kingdom); two water parks (Disney's Blizzard Beach and Disney's Typhoon Lagoon); 36 resort hotels (26 owned and operated by Walt Disney World Resort, includes eight Disney Vacation Club resort properties); 63 holes of golf on four courses; two full-service spas; Disney's Wedding Pavilion; ESPN Wide World of Sports Complex; and Downtown Disney, an entertainment-shopping-dining complex. Walt Disney World Resort is also included in vacation packages of Disney Cruise Line. Located in and around Lake Buena Vista, Fla., 20 miles southwest of Orlando, Walt Disney World Resort opened Oct. 1, 1971. Open daily, year-round

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