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Contact: Mischa Benoit-Lavelle, The Intrepid Traveler
203-469-0214 • mischa@intrepidtraveler.com

Prospector Finds Over 100 More Mickeys Hiding in the Disneyland® Resort

(Anaheim, CA) There's new treasure in the West! Steve Barrett keeps heading out to California to hunt for more of an oft-sought-after commodity. But this isn't another gold rush. What draws Barrett away from his day job as an Orlando-area emergency room physician isn't a precious metal but the prospect of finding new Hidden Mickeys.

Just what is a "Hidden Mickey"?

According to Barrett, author of *Disneyland's Hidden Mickeys: A Field Guide to Disneyland® Resort's Best Kept Secrets* (2nd edition ©2009, The Intrepid Traveler, Branford, CT; \$9.95), a Hidden Mickey is "a partial or complete image of Mickey Mouse that has been designed to blend into the surroundings in such a way that its presence is not immediately obvious." For instance, Mickey's face peering out from the branches of a tree on a ceramic panel or the "classic" outline of Mickey's head and ears on the saddle of a carousel horse.

Hidden Mickeys started as private in-jokes among Disney's designers and artists — "Imagineers," to use the Disney term — when Disney was building Epcot in Florida and decided that the new "adult" park should be free of cartoon characters. A few Imagineers couldn't resist slipping Mickey in. As word got around, more Imagineers were tempted to incorporate their own cleverly camouflaged images of Mickey and other characters into the Disney World rides, attractions, restaurants, and shops. Pretty soon, they started hiding them in Disney's other Florida theme parks, and then couldn't resist taking them back West to Disneyland. Hidden Mickeys are now eagerly anticipated in any new Disney construction worldwide and Hidden Mickey fans can't wait to find them.

Disneyland's Hidden Mickeys is Barrett's second field guide to the phenomenon. The first, *Hidden Mickeys: A Field Guide to Walt Disney World's Best Kept Secrets*, came out in 2003 and was an instant hit with Disney World Hidden Mickey fans, who, prior to its publication, depended on word of mouth and loose sheaves of printed lists from other Hidden Mickey fans to spot their quarry.

It wasn't long before West Coast Disney lovers were clamoring for a Hidden Mickeys guide of their own. So Steve put on his hunting gear and headed West. *Disneyland's Hidden Mickeys* is the result.

Like its predecessor, *Disneyland's Hidden Mickeys* is arranged as a series of scavenger hunts — three in this case — complete with clues, hints, and points to be scored.

INSIDE *Disneyland's* *Hidden Mickeys*

- **What's a Hidden Mickey?**
Definitions: "classic" Hidden Mickeys and others.
- **Barrett's Top Ten.**
The author's favorite Hidden Mickeys. Plus five runners-up.
- **Hidden Mickeys, "Gray Zone" Mickeys, Wishful Thinking.** How to tell one from another.

- more -

In this new edition, Barrett has added over 100 new hidden Mickeys spotted in the Disneyland Resort's two theme parks and its restaurants, hotels, and shops, bringing the grand total to 275. Barrett has personally verified each one, testing his observations against those of friends, family members, and 271 fellow Disney enthusiasts who contributed their Disneyland sightings to his web site, www.HiddenMickeysGuide.com and are acknowledged in the book. *Disneyland's Hidden Mickeys* also includes an "Index to Mickey's Hiding Places," which makes it easy to find any Mickey in the book, with or without scavenger hunting.

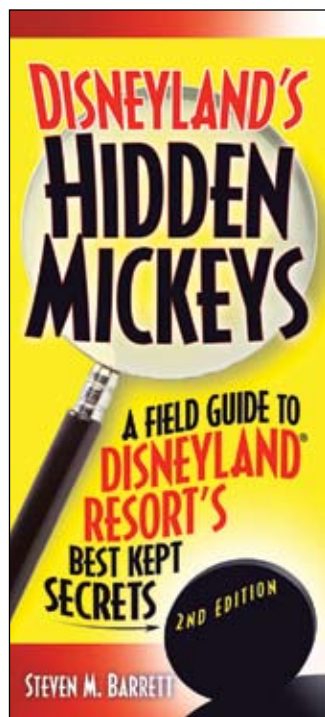
"Hidden Mickey mania is contagious," says Barrett. "Searching for them has escalated into a bona fide vacation mission for many Disneyland fans. Even beginners have happened upon a new, unreported hidden Mickey or two."

Join in the fun! Grab a copy (or three!) of *Disneyland's Hidden Mickeys* and head for the parks. The Mickeys are waiting patiently for you to discover them.

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About the Author: Steven M. Barrett is "Mr. Hidden Mickey" to many in the Disney fan community. His first Hidden Mickey guide (*Hidden Mickeys: A Field Guide to Walt Disney World's Best Kept Secrets*) won Readers Preference Editor's Choice Award for Travel when it was introduced in 2003 and is now in its fourth edition. Barrett is also the author of a touring guide to Walt Disney World, *The Hassle-Free Walt Disney World Vacation*, which he updates annually (9th edition ©2010, The Intrepid Traveler, Branford, CT; \$15.95)

To request a review copy of *Disneyland's Hidden Mickeys*, to arrange an interview with Steve Barrett, or for any additional information, please contact Mischa Benoit-Lavelle at The Intrepid Traveler • 203-469-0214 • mischa@intrepidtraveler.com • fax 203-469-0430



Disneyland's Hidden Mickeys:
A Field Guide to Disneyland® Resort's Best-Kept Secrets, 2nd edition
by Steven M. Barrett

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Index to Mickey's Hiding Places

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