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Editorial Review

About the Author

Marty Sklar was a student at UCLA and editor of its *Daily Bruin* newspaper in 1955 when he was recruited to create an 1890s-themed newspaper, *The Disneyland News*, a month before the theme park opened. After graduating, he joined Disneyland full-time in 1956, where he held responsibility for most of the park's publicity and marketing materials.

In 1961, he moved to WED Enterprises, renamed in 1986 to Walt Disney Imagineering, where he worked on attractions for the 1964 New York World's Fair. For nearly ten years, he wrote personal materials for Walt Disney for use in publications, television and special films. In 1974 he became vice president of concepts/planning, and guided the creative development of EPCOT.

As vice president of creative development, executive vice president and then president of Imagineering for nine years, Sklar supervised the design and construction of Tokyo Disneyland, the Disney-MGM Studios, Disneyland Paris, Disney's Animal Kingdom, Disney California Adventure Park, Tokyo DisneySea, the Walt Disney Studios Park and most recently Hong Kong Disneyland.

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