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**NIKON, WALT DISNEY WORLD RESORT COLLABORATE TO HELP GUESTS CREATE  
PICTURE-PERFECT MEMORIES**

*A Helpful Resource for Any Walt Disney World Vacation, Nikon's "Unforgettable Memories" Page on NikonUSA.com Showcases Iconic Photo Spots and Curated Tips from Nikon Ambassadors*

**MELVILLE, NY (June 9, 2016)**—Recognizing the millions of magical memories made and captured at Walt Disney World Resort every year, Nikon Inc. and Disney have collaborated to offer park guests a guide to capturing precious moments in amazing quality. Located in the "Learn & Explore" area of NikonUSA.com, Nikon's new "Unforgettable Memories" page is a resource for guests and their loved ones to document their adventures at Walt Disney World Resort and preserve their memories for generations to come.

On the "Unforgettable Memories" page, Nikon, the Official Walt Disney World Camera and the Official Disneyland Camera, lends its expertise in the world of imaging to offer highlights of "must-have" shots at a variety of locations throughout the resort, alongside practical photography tips that will allow guests to capture the people and things they love with confidence. Also included are real-world how-to videos curated by Nikon Ambassadors, an elite group of influential visual artists and leaders in modern photography, that will help even novice photographers get the most out of their vacation photos.

"A Walt Disney World vacation is a magical experience for visitors from around the world and Nikon remains as committed as ever to giving them the tools to capture and share the love and happiness of the vacation in the quality they deserve," said Masahiro Horie, Director of Marketing and Planning, Nikon Inc. "Building upon our alliance with Walt Disney World Resort, the 'Unforgettable Memories' page serves as a one-stop destination for helping families preserve precious moments that can last a lifetime."

The site showcases the most iconic locations to document one's journey throughout Magic Kingdom Park, Disney's Hollywood Studios, Epcot and Disney's Animal Kingdom Theme Park. Visitors can also access a complimentary photography checklist, curated by Nikon, to take with them on their next Walt Disney World Resort vacation.

In 2013, Nikon Inc., Walt Disney World Resort and Disneyland Resort announced a multi-year strategic alliance, bringing together a global leader in imaging and the world's leading family vacation destinations. Through the relationship, Nikon was named the "Official Walt Disney World Camera" and

the “Official Disneyland Camera” and the brand has become fully integrated in the parks through Nikon-branded Picture Spots and Disney PhotoPass Service, where Disney PhotoPass Photographers are exclusively equipped with Nikon cameras and accessories. Disney Fine Art Photographers at Disney’s Fairy Tale Weddings & Honeymoons, as well as Adventure Guides with Adventures by Disney, are also exclusively outfitted with Nikon cameras.

For full details on how to help capture “Unforgettable Memories” at Walt Disney World Resort, please visit: [www.nikonusa.com/disneyparks](http://www.nikonusa.com/disneyparks)

#### **About Nikon**

Nikon, At the Heart of the Image™. Nikon Inc. is a world leader in digital imaging, precision optics and photo imaging technology; globally recognized for setting new standards in product design and performance for an award-winning array of equipment that enables users to tell their stories through amazing photos and videos. Nikon Inc. distributes consumer and professional digital SLR cameras, NIKKOR optics, Speedlights and system accessories; COOLPIX® compact digital cameras; 35mm film SLR cameras; Nikon software products and Nikon sports and recreational optics as well as the Nikon 1 compact interchangeable lens camera system. For more information, dial (800) NIKON-US or visit <http://www.nikonusa.com>, which links all levels of photographers to the Web's most comprehensive photo learning and sharing communities. Connect with Nikon and other photographers on [Facebook](#), [Google+](#), [Twitter](#), [YouTube](#), [Instagram](#), [Vimeo](#) and [Flickr](#).

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

Walt Disney World Resort is a world-class entertainment and recreation center featuring four theme parks (Magic Kingdom Park, Epcot, Disney's Hollywood Studios and Disney's Animal Kingdom Theme Park); two water adventure parks (Blizzard Beach and Typhoon Lagoon); 35 resort hotels (27 owned and operated by Walt Disney Parks & Resorts, including seven 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 Disney Springs. Walt Disney World Resort is committed to building better futures for children; last year, the company donated more than \$36.5 million in cash and in-kind support to non-profit organizations in Central Florida and Disney VolunTEARS contributed 308,000 hours to community service. Located at Lake Buena Vista, Florida, 20 miles southwest of Orlando, Walt Disney World Resort opened Oct. 1, 1971, and is open daily, year-round. For more information, visit [www.wdwnews.com/about](http://www.wdwnews.com/about).