



NEWS RELEASE

# Disney Celebrates America: The Walt Disney Company Proudly Announces Extensive Celebration of America's 250th Anniversary

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Disney's historic celebration will feature programming and offerings from across The Walt Disney Company, including a 24-hour, multi-platform broadcast; reimagined Soarin' attractions with new "Soarin' Across America;" a \$2.5 million donation to Blue Star Families; and much more.

BURBANK, Calif.--(BUSINESS WIRE)-- Today, The Walt Disney Company (NYSE: DIS) announced "Disney Celebrates America," a company-wide celebration commemorating the 250th anniversary of the United States. Beginning on Veterans Day 2025 and culminating on the July 4, 2026 weekend, Disney will feature special programming, storytelling, and experiences across its iconic brands and businesses to celebrate the nation's remarkable journey, spotlight the people and places that make this country so unique, and inspire patriotism in every generation.

As a pillar of American storytelling, innovation, and imagination, the company will bring the semiquincentennial to life in uniquely Disney ways, leaning into the dreams, stories, and optimism that have touched the lives of people across the country and around the world for the past century. Disney will spotlight and celebrate the nation's many vibrant communities and expansive landscapes, encouraging audiences and guests to discover the people and places that have shaped America for the last 250 years.

"At its heart, America's story is one of imagination, ambition, and possibility – the same ideals that have guided Disney since the beginning," said Robert A. Iger, Chief Executive Officer, The Walt Disney Company. "This celebration honors both a nation and a spirit that never stop dreaming about what's next."

Disneyland Resort and Walt Disney World Resort will celebrate coast to coast with the summer 2026 opening of “Soarin’ Across America,” an immersive new flight experience aboard the beloved Soarin’ attractions at Disney California Adventure Park and EPCOT. “Soarin’ Across America” will take guests on a breathtaking journey, highlighting some of the country’s natural beauty and iconic cityscapes.

The celebration will culminate on the July 4th weekend with a 24-hour, multi-platform broadcast, “Disney Celebrates America,” highlighting America’s 250th anniversary events nationwide across Disney’s linear networks and streaming platforms, including Disney+, Hulu, ABC, ESPN, Freeform, FX and National Geographic, ending with a special evening fireworks broadcast from Walt Disney World and Disneyland Resort. David Muir, anchor and managing editor of “World News Tonight with David Muir,” is set to lead the daylong coverage, accompanied by ABC News anchors and correspondents, iconic ESPN commentators and National Geographic Explorers reporting from across the country for this once-in-a-lifetime presentation featuring top entertainers, athletes and historians – all coming together to spotlight the wonder, achievements and dreams that define the American spirit.

## More Cross-Company Moments and Activations

- ABC’s “Good Morning America” will continue its popular “50 States in 50 Weeks” series, which kicked off earlier this year, highlighting unforgettable places and people across the nation.
- National Geographic’s “America in Superlatives” series will feature, across all platforms, a range of National Geographic storytellers and photographers highlighting unique places and events from around the United States, offering surprising and inspiring stories that explore what makes America special.
- ESPN will premiere a new SportsCenter segment, “America’s Team,” a cross-country search to find out which team most embodies the country, plus special patriotic programming across its flagship platforms, including exclusive live coverage of the 2026 Nathan’s Famous Hot Dog Eating Contest on July 4.
- In June 2026, ABC News Studios will present a two-hour primetime special that journeys through the heart of our nation – where the real-life spirit of iconic locales like New Orleans and the American frontier comes alive through the beloved lands of Disney Parks, connecting audiences to the extraordinary people, places, histories, and traditions that make America unique.
- Expanding beyond Independence Day, the beloved fireworks show “Disney’s Celebrate America! — A Fourth of July Concert in the Sky,” will play across all three nights of the holiday weekend, July 3 – 5, at both Disneyland and Magic Kingdom Park.
- Disney Consumer Products will once again honor our nation’s heroes with a new special military-inspired assortment now available at select locations across Disneyland Resort and Walt Disney World Resort, while supplies last. In addition, debuting in May 2026, an array of Americana merchandise, including select items commemorating America’s milestone anniversary, will be available for purchase at Disneyland Resort, Walt Disney World Resort, and DisneyStore.com.

## Veterans and Military Families

Throughout the celebration, Disney will continue its legacy of honoring U.S. military service members, veterans, and their families – a commitment that has been part of the company’s story since its founding.

Disney is expanding its longstanding relationship with Blue Star Families through a \$2.5 million donation to help strengthen military families across the country. As part of this, Disney and Blue Star Families will continue to create unique events and experiences, including a special celebration marking our 25th “Blue Star Books” event, which brings military families together through the joy of reading and play.

Additionally:

- Disney will invite Military families across the US to attend special movie screenings of new releases on military bases and in key markets throughout the US.
- ABC News will provide live coverage of celebrations and activations featuring veterans and active military service members stationed around the world. Disney’s platforms will cover additional milestones throughout the anniversary year.
- In November, Disney Experiences will unveil 2026 offers available at Walt Disney World Resort, Disneyland Resort, and Disney Cruise Line for eligible service members in appreciation of their service and in celebration of America’s 250th anniversary.
- Disney will expand its use of the US Chamber Corporate Fellowship and Skillbridge programs, providing networking, professional training and hands-on experience for military veterans entering the civilian workforce.

To learn more about Disney’s legacy of support for veterans and military families, [click here](#).

More information on these and additional Disney Celebrates America activations, programming, and offerings from across the company will be released over the coming weeks.

From the company’s earliest days, Disney has shared stories that bring people together and celebrate the spirit that defines America. As we mark this historic milestone, Disney invites families everywhere to reflect on where we’ve been, celebrate who we are, and imagine the extraordinary future we can create together.

**[Click here for related visual assets.](#)**

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