



WHIMSICAL CARDS FOR ALL

by TYLER MCNULTY

Allison Friedlander and Landon Price are part of Disney Gift Card Services, the department with the enviable task of designing and distributing Disney Gift Cards that are redeemable for practically all things Disney at Walt Disney World Resort, Disneyland Resort, Disney store locations in the U.S., Canada and Puerto Rico, shopDisney.com and more.

Allison, an associate graphic designer with the team, is in charge of designing the gift cards' artistic components. In some cases, she works independently on original designs, while in others she works closely with partners across the Company to bring their concepts to life. Allison loves working with partners, since it allows her to be creative and prescriptive.

"Sometimes partners have a very specific way they want the gift card design to look, and sometimes I get to make a design from scratch," she said. Her favorite design,

and the one creation she is most proud of, is the recently launched Batuan Spira, available at *Star Wars: Galaxy's Edge*.

"I worked with Walt Disney Imagineering to design the ancient currency of Black Spire Outpost. Knowing that I had a hand in a part of the planet's history is something I could have never dreamed of being able to do," Allison said.

Once the gift cards are fully produced, they are distributed to properties in the U.S., Canada and Puerto Rico. Landon Price, operations integration manager, works as a business liaison between Disney Gift Card Services and Disney Parks & Resorts Retail. "I work with all the partners to get the gift cards to the stores," Landon said. He also works with different business units to identify



placement options as well as creating fixtures, communication, signage and diagrams for how the cards are displayed in our merchandise locations.

Knowing that Disney Gift Cards are used throughout Disney Parks and Signature Experiences make Allison and Landon feel very proud of their team's work. "Our gift cards can be used for merchandise, tickets and resort rooms. Seeing someone's face light up with excitement when they receive a gift card is a great feeling," Landon said.