



Disney Store In-Store Events | May the Fourth

On May the Fourth, Guests will be introduced (or perhaps, re-introduced) to the story and characters of Star Wars Episode IV: *A New Hope*. In-Store events and an exciting Disney Store-exclusive product launch are in the works.

For starters, the first 100 Guests who visit the Store will receive a Limited Edition Star Wars pin perfect for starting or adding to an existing collection.

Then, kids ages 3 and up are invited to learn about the “Ways of the Force” where they can:

- Discover the Jedi Mind Trick and learn how Obi-Wan Kenobi uses it to serve the greater good
- Master a Lightsaber through hands-on training
- Help Luke Skywalker destroy the Death Star through an interactive experience on the Media Wall
- Participate in a Medal of Bravery Ceremony

But that’s not all! Throughout May, Guests will be introduced to characters from the classic film with a collectible trading cards giveaway each week, available while supplies last. Best of all, May 4 will celebrate the launch of Disney Store-exclusive Star Wars merchandise.