

Subject Line: Something is brewing at Disneyland...

Potion Purple is putting a spell on Disneyland Resort



If millennial pink wasn't your thing, we have something brewing for you. Our latest collection, Potion Purple, has officially hit the parks and you can join the fun. From new sparkly Minnie ears to a perfectly purple spirit jersey, we have many new merchandise items to bring the magic of Disney into your closet. And exclusively in the parks are delicious treats, like the new potion purple churros. Don't miss out on the magic and visit the Disneyland Resort to experience all of the Potion Purple goodness.

[**Shop the Collection**](#)

Subject line: Come visit a galaxy far, far away.

Star Wars: Galaxy's Edge Opens This Summer



Come journey to Batuu and begin your adventure amongst rogue traders, droids, and strange creatures. Pilot the Millennium Falcon on a critical mission through hyperspace and get immersed in a battle between the First Order and the Resistance. Take a break at Black Spire Outpost or watch the adventure continue on Star Tours -The Adventures Continue. Adventure awaits at Star Wars: Galaxy's Edge and you can experience this exciting new land at Disneyland this summer. Plan your trip now so you don't miss the excitement, and may the force be with you.

Plan Your Vacation

Subject line: A Pop-Up Celebration is coming to Downtown Disney.

Pop-Up Disney! A Mickey Celebration is coming to the Disneyland Resort



It all started with a mouse, and we're celebrating the mouse in an all-new, must-see pop-up experience coming to the Downtown Disney District this spring. Celebrating 90 years of the one and only Mickey Mouse, Pop-Up Disney! A Mickey Celebration is a whimsically immersive experience that will feature several themed rooms full of imagination and wonder all about Mickey. This limited-time exhibition is full of fabulous and fun photo ops and is perfect for the whole family. The exhibit opens later this spring, so start planning your trip to Downtown Disney today.

[**Visit Downtown Disney**](#)

Subject Line: Enjoy the magic all-year long!

Become an Annual Passholder and Enjoy the Happiest Place on Earth All-Year Long



With an annual pass, you can enjoy the sites, sounds, and excitement of the Disneyland Resort throughout the year. Along with admission to both parks, you'll also receive valuable discounts, outstanding offers, special discounts for Disneyland Resort Hotels, and invitations to special events just for passholders. And we have multiple pass options so you can find the best pass for you. Learn more and purchase your pass today for a year's worth of magic.

[Become a Passholder](#)

Subject Line: Maximize your Disney vacation with MaxPass.

Save Time and Save Your Photos with MaxPass



Maximize your vacation to Disneyland Resort with MaxPass! This ticket add-on gives you access to digital FASTPASS reservations, so you can save time in line by selections on your mobile device while in the park. And unlimited PhotoPass downloads, so you can capture all of the most magical moments with our PhotoPass Photographers and save those photos to your mobile device as well. For just \$15 per ticket per day, the magic of Disneyland gets maxed out.

[Add MaxPass to your Vacation](#)