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Media Writing

Press Release

FOR IMMEDIATE RELEASE

DISNEY DROPS RACHEL ZEGLAR FROM SNOW WHITE REMAKE

[Los Angeles, September 25, 2023] – The Walt Disney Company announced a captivating cinematic reimagining of the timeless fairy tale, "Snow White and the Seven Dwarfs," which now facing backlash. After a variety of press interviews of the actress and costars being asked about the film, Zeglar repeatedly faced backlash for her responses and tone when responding to questions about the film. Snow white benign a Disney classic, continuing some outdated aspects of the film, zeglar made clear she wanted nothing to do with the original film story. Zeglar emphasizes multiple times how it is no longer 1937 and how women don't need a man in their life. Zeglar had a passionate take on this despite the entire storyline of the Disney classic being based on the character finding true love.

In this modern adaptation, Disney infuses the beloved tale with cutting-edge cinematography, captivating storytelling, and a fresh perspective, ensuring that the magic of Snow White lives on for generations to come.

Key Highlights:

A Timeless Tale Retold: The film honors the classic elements that have made Snow White a beloved tale for decades while adding a contemporary twist, appealing to both nostalgic fans

and a new, younger audience. Zeglar was trying to completely disassociate from the classic narrative all while speaking with a degrading tone on the classic film.

TikTok Backlash: The context of why Zegler would be removed from "Snow White": In recent months, Zeglar had drawn some backlash from users on TikTok and other social media platforms after at least two sets of remarks resurfaced from interviews that took place in 2022. These videos reached millions and the negative backlash of the singular actress began tracing back heavily to Disney's reputation as a brand.

Respect for Diversity and Inclusivity: Disney recognizes the importance of diverse voices and perspectives. The company actively promotes representation and inclusivity in its content, both on-screen and in news reporting, reflecting the varied and rich global communities it serves.

Responsible Storytelling: Disney commits to telling stories responsibly, mindful of potential impacts on society. The company strives to inspire and educate while ensuring that its content does not perpetuate harmful stereotypes or misinformation.

"At Disney, we hold dear the magic of our classic tales, and Snow White is a gem in our storytelling legacy," With 'Snow White we are thrilled to present this cherished story in a fresh, modern light, inviting audiences to rediscover the magic and wonder of Snow White's adventure."

For further information, interviews, or media inquiries, please contact:

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Disney About statement:

The Walt Disney Company is a global entertainment conglomerate renowned for its commitment to creating magic, storytelling, and innovation. Disney's legacy is rooted in the values of imagination, creativity, and family-friendly entertainment. With a history of iconic characters, infamous theme parks, world-class film and television library, as well as a strong commitment to creating memorable experiences, Disney continues to captivate audiences worldwide. Disney's mission is to entertain, inspire, and create joy for people of all ages.

Disney Mission Statement:

The mission of The Walt Disney Company is to entertain, inform and inspire people around the world through the power of storytelling, reflecting the iconic brands, creative minds, and innovative technologies that make Disney the world's premier entertainment company.



**COMING TO THEATERS  
MARCH 22, 2024**

'SNOW WHITE' STAR RACHEL ZECLER OFFICIALLY  
EXITS UPCOMING FILM