DUFFY & HIS FRIENDS

ABOUT

A Brief Introduction To Duffy and his friends

Duffy the Disney Bear is Mickey Mouse’s very own teddy bear. Born from an original Walt Disney Imagineering story, Duffy continues to be a popular Disney character with fans around the world. He has even been dubbed “the bear of happiness and luck,” and he is surely bringing lots of happiness and luck to his fans.

Duffy the Disney Bear came to be in 2002 for the opening of "Once Upon a Toy" at Walt Disney World Resort. At the time, he was known only as "The Disney Bear." Two years later, Duffy was brought to Aunt Peg's Village Store at Tokyo DisneySea, where Imagineers added a story for him to make sense with the location. Duffy was sold exclusively in Aunt Peg's Village Store from 2005-2008, often selling out. Since then, Imagineers have expanded Duffy’s story to include a group of friends around the world. Today, Duffy can be seen at Tokyo Disney Resort, Shanghai Disney Resort, Hong Kong Disneyland, and Aulani, A Disney Resort & Spa, in Hawai'i. Guests often travel with their Duffy-inspired merchandise, posting photos of their adventures together.

Imagineers first created Duffy's story within the context of American Waterfront at Tokyo DisneySea. Almost everything done at Imagineering starts with story. This particular story goes…when Mickey Mouse the sailor, based in Cape Cod, was leaving on a long sea voyage, Minnie Mouse made Duffy to keep Mickey company during his travels. Minnie presented her hand-sewn bear to Mickey in a duffel bag, which is how Mickey came up with the name Duffy. But stories can evolve, and as Duffy's story has evolved, he and Mickey have visited many exciting places together, meeting new friends along the way. With a willingness to do anything to bring a smile to his friends, and his quintessential innocence, Duffy takes all of us back to our childhood when we all had an "inner Duffy."

With the rise of Duffy's popularity, Imagineers noticed many guests purchased multiple plush of Duffy, giving the bears unique names and costumes. That inspired Imagineers to create a companion to Duffy—his best friend, ShellieMay. Based on the pair's increasing popularity, Imagineers decided to develop an entire collection of characters, each with a distinct personality and talent: artistic cat friend, Gelatoni, dancing rabbit friend, StellaLou, inventive dog friend, CookieAnn, musical turtle friend, 'Olu Mel, and fox friend,LinaBell.

**Duffy**

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**Duffy's Friends**

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## ****StellaLou****

StellaLou is a lavender rabbit whose dream is to become a Broadway dancer. She loves dancing more than anything. Whenever she hears music playing or birds singing, she feels like dancing to the sound. The path to performing on the Broadway stage is not an easy one, but she is determined and dedicated. If she makes a mistake, she keeps trying until she gets it right—she does not give up easily. All her friends cheer her on, and they are inspired and encouraged by the hard work she puts in to reach her goal.

## ****Gelatoni****

Gelatoni is an artistic cat with a sunny personality. Being resourceful, he can use his tail as a paint brush or create a piece of art with whatever is available (even gelato Duffy accidentally dropped on the ground!). Besides being passionate about art, Gelatoni is able to see beauty in everything. He finds inspiration everywhere, from flowers smiling at the sun to park benches saving a space for someone special to sit. Being an artist, he is a bit unpredictable at times, but his friends find that part of him amusing.

## ****CookieAnn****

CookieAnn, a yellow dog with a sensitive nose and long floppy ears, is a passionate and optimistic friend who loves to invent something novel by combining things. With a chef’s hat on her head, she is an “expert” in inventing unique recipes, bringing surprise and joy to her friends in unexpectedly delicious ways. Curious about everything, CookieAnn’s inventions go beyond culinary creations. She has fun conjuring up out-of-the-box solutions to problems by combining different ideas. Additionally, with her acute olfactory ability, she is able to smell “unsavory” happenings!

## ****ShellieMay****

ShellieMay is a teddy bear Minnie Mouse made for Duffy. More adventurous than he, ShellieMay encourages Duffy to take one step further than he normally would. In that sense, ShellieMay plays an important role in expanding Duffy’s horizons. Being crafty and ingenious, she enjoys creating charming gifts for her friends—whether it’s making a scrunchy for StellaLou’s new dance routine or improvising musical instruments for 'Olu Mel. ShellieMay hopes that her small gestures will brighten their day, especially when they are in need of support and friendship.

## ****'Olu Mel****

'Olu Mel is a turtle slightly shy and reserved but is truly passionate about and talented in music. Surrounded by the beautiful nature of Hawai'i, he learned how to hear and appreciate the music played by nature—birds, trees, winds and ocean waves. He also uses his ukulele to write songs about nature, adventure, and friendship, which have the power to bring courage and smiles to his friends, and to himself! Whenever 'Olu Mel plays music, Duffy and his friends feel happy and closer to each other.

**Linabell**

LinaBell. She is a fox with an inquisitive mind and the intelligence that supports it. She finds joy and excitement in solving problems and mysteries.

Duffy met LinaBell when he was lost in the forest following a butterfly. LinaBell suddenly but masterfully took out her magnifying glass and started examining “clues” on Duffy’s body to figure out where he had come from. Thanks to her detective-like talent, Duffy was able to be reunited with Mickey Mouse. Duffy and the rest of the friends are often in awe of her ingenious ways of solving problems.

## ****Duffy's Next Adventure****

Duffy is no ordinary bear, as he was created by Imagineers. Often sporting his sailor suit that reminds him of his travels with Mickey, Duffy has been featured around the world in Disney parades, seasonal programs, specialty food and beverages and merchandise items including themed costumes. There are endless possibilities tied to the loveable and huggable bear, who resembles his owner with marks resembling Mickey Mouse on his face, back and feet. He's much more than just a soft, fluffy souvenir—he's a messenger of love and friendship with an ever-evolving story!

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