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RODOLFO RENWICK HAS A TOUCH OF MAGIC

Disney Selects Venezuelan Actor as Spanish-Language Ambassador to Promote Disneyland's 50th Anniversary Celebration Among the U.S. Latino Community

ANAHEIM, CA – Friday, April 25, 2005 – **Patricia Sturla Studios, Inc.** (www.patriciasturlastudio.com/), U.S. leader in Latino talent development, announced today that faculty member Rodolfo Renwick has been chosen by Disney as official host of “Un toque de magia,” a spectacular Spanish-language interactive video presentation, which will be touring major cities in the Western United States as part of Disneyland's 50th Anniversary Celebrations. The special promotion, which follows the social calendar of major Latino holidays and community events, will take place inside a breathtaking, moveable replica of *Sleeping Beauty Castle* and introduce Latino audiences of all ages to a host of new attractions, shows, and special features that Disney has engineered to acknowledge this important milestone.

The much-anticipated 18-month global commemoration of Disneyland's very first theme park, which opened in Anaheim in 1955, is entitled “The Happiest Celebration on Earth” (also dubbed “The Happiest Homecoming on Earth” in California). Festivities will kick-start on May 5, 2005 and continue through September 2006. All Disney theme parks around the world (five destinations featuring 11 theme parks in California, Florida, Japan, France, and Hong Kong, which is opening on Lantau Island September 12, 2005) will participate in what will be the biggest and most lavish celebration in the history of the legendary California company.

The choice for the MC of “Un toque de magia” fell on Latin American actor Rodolfo Renwick, 31, who – while still relatively new to the United States – has already had a brilliant career as actor, television host, model, and spokesperson in his native Venezuela and is a familiar face to – MORE –

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millions of soap opera fans worldwide, having starred in popular shows like “*Estrambótica Anastasia*,” “*Mi gorda bella*,” “*La mujer de Judas*,” and “*Carita pintada*.”

“I am very proud to have this once-in-a-lifetime opportunity to represent Disneyland among the Latino community in this outstanding series of popular celebrations,” said Renwick. “Like millions of other people all over the world, I grew up with Disney’s beloved characters and feel a very strong personal connection with the company and their fantastic creations, but I also admire the uplifting and unifying message that’s always been at the heart of their stories. Their integrity and goodwill are qualities I’m honored to bring to audiences of all ages and backgrounds.”

Upon moving to Los Angeles in 2004, Renwick joined the faculty at **Patricia Sturla Studios** as acting teacher and coach, imprinting his unique acting style and method on many young aspiring artists and quickly becoming one of the students’ favorites. Since 2005 Renwick is director of the acting department and exclusive host of the prestigious semi-annual fashion and talent showcases produced by **Patricia Sturla Studios** in Anaheim and Los Angeles. Renwick, who is also an accomplished singer, is currently working on his first CD with Latin group Kon-Vida, in what promises to be an exciting fusion of Caribbean and Colombian rhythms with rock and pop elements.

“We are thrilled to see one of our brilliant teachers involved in such a prestigious and widely publicized event,” commented Patricia Sturla, President of **Patricia Sturla Studios, Inc.** “This is a testament to the quality of our teachers and our school, and of course we are very happy about the added visibility. Rodolfo is a gifted and very charismatic actor, but also an extraordinary teacher, who manages to bring out the best in his students, while remaining extremely supportive and encouraging. His success is a great source of inspiration and motivation for our students, who often see their teachers as role models and mentors, and that’s more important to us than all the publicity in the world.”

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During the eighteen months of Disneyland's Golden Anniversary, "Un toque de magia" will adhere to the following tour itinerary (the list below is based on venue names and dates provided by Disney Corporation):

CALENDAR 2005

DATE	DAY	EVENT	CITY & STATE
May 1	Sunday	Fiesta Broadway	Los Angeles, CA
May 8	Sunday	Cinco de Mayo/Whittier Narrows	El Monte, CA
May 22	Sunday	Orange Blossom Festival	Riverside, CA
July 17	Sunday	Mariachi Festival	San José, CA
August 21	Sunday	California State Fair	Sacramento, CA
September 11	Sunday	Fiestas Patrias	San Diego, CA
September 18	Sunday	Fiestas Patrias California	Santa Ana, CA
October 1	Saturday	Festival del Sol	San José, CA
October 9	Sunday	Fresno County Fair	Fresno, CA
October 15	Saturday	Fiesta de la Familia	Phoenix, AZ

CALENDAR 2006

DATE	DAY	EVENT	CITY & STATE
April 23	Sunday	Carnival Primavera	Huntington Park, CA
April 30	Sunday	Fiesta Broadway	Los Angeles, CA
May 7	Sunday	Cinco de Mayo/Whittier Narrows	El Monte, CA
May 14	Sunday	Mother's Day Festival	Bakersfield, CA
May 28	Sunday	Mc Arthur Park Street Fair	Los Angeles, CA
July 16	Sunday	Maquina Musical	Tulare, CA
July 22	Saturday	La Curaçao	Los Angeles, CA
August 13	Sunday	Swap Meet Event	Phoenix, AZ
September 2	Saturday	Viva Los Dodgers	Los Angeles, CA
September 10	Sunday	Fiestas Patrias	San Diego, CA
September 16 & 17	Sat/Sun	Fiestas Patrias California	Santa Ana, CA

About Disneyland Park

Walt Disney opened "The "Happiest Place on Earth" in Anaheim, California (approximately 27 miles from Downtown Los Angeles) on July 17, 1955, as the first "theme" park ever created. Since then, more than 515 million visitors, among them presidents, royalty, and other heads of

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state, have traveled to the 85-acre park from around the world. Formerly referred to simply as *Disneyland* (from 1955 to 1998) and also known as *Walt Disney's Magic Kingdom*, Disneyland Park is a beloved national treasure featuring more than 60 adventures and attractions in eight themed lands. The legendary theme park is owned and operated by the Walt Disney Company.

About Patricia Sturla Studios, Inc.

Patricia Sturla Studios, Inc. is the largest Latino modeling, acting, dance, and singing studio in the U.S. Founded by successful Latina model, fashion designer, television hostess and entrepreneur Patricia Sturla in 1997, the Los Angeles-based company operates at the heart of the booming Latin-American entertainment industry. The two spacious and professionally equipped studios in Los Angeles and Anaheim offer training, casting, and representation of emerging Latino talent of all ages for modeling, TV, magazines, music videos and feature films. The company can be reached online at www.patriciasturlastudio.com or by phone in the U.S. at (213) 480-3049.

If you would like to schedule an interview with Patricia Sturla, please contact Jorge Garcia at (213) 487-4609 or Laura Pasquale at (310) 490-4029, or e-mail your request to press@patriciasturlastudio.com.

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