



## **Colts Coach Tony Dungy, Running Back Dominic Rhodes Star in Latest 'Going to Disney World' Commercial**

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MIAMI, Feb. 5 /PRNewswire/ -- Head Coach Tony Dungy and running back Dominic Rhodes of the Super Bowl Champion Indianapolis Colts Sunday night became the latest sports celebrities to realize a dream, stand in front of a TV camera, and shout the famous "going to Disney World" phrase.

Their "We're going to Disney World" pronouncement, part of the production for one of TV's most enduring and celebrated commercials, was captured Sunday night on tape at Miami's Dolphin Stadium just moments after the Colts' 29-17 victory over the Chicago Bears in Super Bowl XLI. Dungy became the first African American head coach to hoist the Vince Lombardi Trophy as Super Bowl champion, while Rhodes rushed for a game-leading 113 yards and a second-quarter touchdown that put the Colts ahead for keeps.

The commercial -- which also includes a Disneyland version for the West Coast -- is the 37th of a series that began in 1987 following Super Bowl XXI. The first "I'm going to Disney World" commercial, featuring New York Giants quarterback Phil Simms, was regarded as a groundbreaking concept -- a produced national commercial involving a current event, airing on major networks hours after the event. And this latest installment is to follow a similar script, airing Feb. 5.

Dungy and Rhodes join a lineup of sports heroes such as Tom Brady, Emmitt Smith, Barry Bonds, Mark McGwire, Joe Montana, John Elway, Jerry Rice, Troy Aikman, Kareem Abdul-Jabbar, Doug Williams, Magic Johnson, Patrick Roy and Super Bowl XL star Hines Ward who have been featured during two decades of "I'm going to Disney World" commercials.