Your official guide to Keys offered to Guests since our first Disney store Opening Ceremony in 2010.

Including:

NEW Keys and Key Pins Coming Soon,
Past Keys from global Disney store locations,
Discontinued Keys and Key Pins that have become collectible treasures!

Enjoy your collection, and always remember:
‘The world is something you imagine, so let your dreams go on parade.’
IMAGINATION KEYS RELEASED IN 2021

COMING SOON

COMING SOON

WINNIE THE POOH AND THE HONEY TREE | 55 YEARS
Releasing in February

UP
Releasing in January

shopDisney.com | Disney Store
IMAGINATION KEYS RELEASED IN 2021

WORLD OF DISNEY, LOVE SERIES
THE ARISTOCATS
Blind Pack, Releasing in January

WORLD OF DISNEY, LOVE SERIES
BAMBI
Blind Pack, Releasing in January

WORLD OF DISNEY, LOVE SERIES
DUMBO
Blind Pack, Releasing in January

WORLD OF DISNEY, LOVE SERIES
LADY AND THE TRAMP
Blind Pack, Releasing in January

WORLD OF DISNEY, LOVE SERIES
THE LION KING
Blind Pack, Releasing in January

WORLD OF DISNEY, LOVE SERIES
MYSTERY KEY
Blind Pack, Releasing in January

MICKEY AND MINNIE MOUSE 2021
Released in December 2020
IMAGINATION KEYS RELEASED IN 2020

SOUL
Released in December
North America Exclusive

FROM OUR FAMILY TO YOURS
Released in December

OPENING CEREMONY SPECIAL EDITION METAL KEY
Released in December
Disney Visa, United States Exclusive

THE CHILD
Released in November

TOY STORY | 25 YEARS
Released in November

FANTASIA | 80 YEARS
Released in November

DISNEY+ 1ST ANNIVERSARY
Released in November

BLACK WIDOW
Released in October

FROZEN FAN FEST
Released in October
IMAGINATION KEYS RELEASED IN 2020

STUDIOS KEY SET
Released in October
WALT DISNEY ANIMATION STUDIOS

PIXAR ANIMATION STUDIOS

MARVEL STUDIOS

LUCASFILM LTD.

MICKEY MOUSE GINGERBREAD KEY ORNAMENT
Released in October

PLUTO | 90 YEARS
Released in September

DUKE CABOOM | CANADA DAY
Released in August
Canada Exclusive

DISNEY INK AND PAINT
Released in August

STAR WARS DAY
Released in May

shopDisney.com | Disney store
IMAGINATION KEYS RELEASED IN 2020

FROZEN 2 | OLA
Released in March
North America Exclusive

CINDERELLA | 70 YEARS
Released in March

TIGGER | LEAP DAY
Released in February

POSITIVELY MINNIE
Released in February
HOLIDAY 2019
Released in November

FROZEN 2
Released in October

D23 EXPO
Released in August
D23 Expo Exclusive

TOY STORY 4
Released in July

DONALD DUCK | 85 YEARS
Released in June

ALADDIN
Released in May

MICKEY | 90 YEARS
Released in November 2018
IMAGINATION KEYS RELEASED EXCLUSIVELY FOR THE DISNEY STORE OPENING CEREMONY EXPERIENCE*

OPENING CEREMONY
The Guest who helps unlock their imagination at Disney store receives this Key. Subject to availability.

TIMES SQUARE EXCLUSIVE OPENING CEREMONY
The Guest who helped unlock their imagination at Disney store Times Square received this Key. Discontinued.

DISNEY STORE GRAND OPENING
The Guest who helped unlock their imagination at a Disney store Grand Opening in North America received this Key.

DISNEY STORE’S 30TH ANNIVERSARY KEY
The Guest who helped unlock their imagination on March 28, 2017 received this Key.

DISNEY STORE AT HARRODS, LONDON OPENING CEREMONY
The Guest who helped unlock their imagination with the help from Gus and Jaq from Walt Disney’s Cinderella at Disney store Harrods received this Key. Discontinued.

DISNEY STORE CHAMPS ELYSEES, PARIS OPENING CEREMONY
The Guest who helps unlock their imagination at Disney store Champs Elysees receives this Key. Subject to availability.

ORIGINAL DISNEY STORE OPENING CEREMONY
Debuting at the first Opening Ceremony experience in 2010. Discontinued.

*THE DISNEY STORE OPENING CEREMONY VARIES BY STORE AND IS SUBJECT TO CANCELLATION. GUESTS ARE SELECTED AT RANDOM FOR PARTICIPATION. VISIT SHOPDISNEY.COM/EVENTS FOR DETAILS.
COLLECTIBLE PINS OF IMAGINATION KEYS
RELEASED IN 2021

DISNEY STORE KEY AND LOCK
Released in January

MYSTERY COLLECTIBLE KEY MINNIE MOUSE
Blind Pack, Released in January

MYSTERY COLLECTIBLE KEY TIGGER
Blind Pack, Released in January

MYSTERY COLLECTIBLE KEY TOY STORY 4
Blind Pack, Released in January

MYSTERY COLLECTIBLE KEY MICKEY MOUSE
Blind Pack, Released in January

MYSTERY COLLECTIBLE KEY STAR WARS
Blind Pack, Released in January

MYSTERY COLLECTIBLE KEY DONALD DUCK
Blind Pack, Released in January

WINNIE THE POOH AND THE HONEY TREE
Releasing in February

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Released in November

PLUTO | 90 YEARS
Released in September

DISNEY FLAIR
Released in January

OPENING CEREMONY
Released in January