



Disney's massive global footprint has been a game-changer for amplifying zydeco music, a vibrant Louisiana genre with roots in African and Caribbean rhythms and melodies but has evolved to incorporate

popular genres like blues, jazz, R&B, soul, funk, rap and reggae influences that has helped reach audiences far beyond the bayou.

### How Disney's Affiliation Boosts Zydeco's Reach

Disney's integration of zydeco stems primarily from *The Princess and the Frog* (2009), its first African American princess tale set in 1920s New Orleans. The film's soundtrack, featuring zydeco-infused tracks like “Gonna Take You There” Randy Newman's song with Creole flair, introduced the genre's accordion-driven by Terrance Simien - sounds, to over 100 million viewers worldwide. **This wasn't just a nod; it embedded zydeco into Disney's cultural ecosystem.**

Another level of amplification kicked in with *Tiana's Bayou Adventure*, the 2024 reimagining of Splash Mountain at Disneyland and Magic Kingdom. This log flume ride stars Princess Tiana hosting a zydeco-fueled Mardi Gras party complete with a **Zydeco Critter Band**. A crew of anthropomorphic animals (Gritty the girl Rubboard player and Apollo the Raccoon on accordion) jamming the sounds of zydeco. The soundtrack pulses through the ride's "Gonna Take You There". Live audio-animatronics delivering high-energy performances that feature zydeco's signature upbeat tempos.

**Disney parks drew 157.5 million visitors in 2023** alone (per the **Themed Entertainment Association**), with *Tiana's Bayou Adventure* projected to add millions more annually. That's direct exposure to zydeco for families, tourists, and superfans—many encountering the genre for the first time amid the ride's immersive New Orleans vibe. Disney+ streams the film and related content to 150+ million subscribers, compounding the effect.

### Broader Impact on Zydeco's “Message”

Zydeco isn't just party music; it's a cultural message of resilience, community, and Louisiana heritage, born from Black Creole working-class life in the 1940s–50s. Disney's wholesome, inclusive branding packages this without diluting it—think Tiana's entrepreneurial spirit mirroring zydeco's DIY ethos. Critics like those in *The New York Times* have praised it for “elevating under-represented voices,”

### In numbers: Aspect Reach Estimate Zydeco Tie-In:

Film Viewership	100M+ globally	Soundtrack exposure via streaming/TV
Park Attendance	157M/year (2023 )	Live zydeco performances on ride
Streaming Subs	150M+ (Disney+)	On-demand access to the film extras

**Total Potential 500M+ impressions | Cumulative Cultural Ripple**

\*I acknowledge the use of xAI - Grok to compile statistical information