

The Walt Disney Company



Overview	Disney programs help kids and families take action on topics they care about, from fitness and the environment to nutrition and volunteerism.
Primary Goal/Mission	<ul style="list-style-type: none"> • Focusing on the power and ingenuity of youth to make positive changes in the world • Reinforcing kids' actions through strategic philanthropy focused on local communities • Providing resources and tools for kids and families through Disney online • Building upon global media networks, including Disney Channel, Disney XD, and Radio Disney
Programs/Campaigns	<ul style="list-style-type: none"> • Disney Magic of Healthy Living A national multimedia initiative (PSAs, online videos, and resources for parents and kids) designed to make healthy living fun for kids and families by: <ol style="list-style-type: none"> 1) Using Disney creativity to make nutritious foods the most appealing choice 2) Encouraging 60 minutes of daily physical activity and making exercise more broadly appealing 3) Providing information for parents and kids to make healthy choices simpler • Parks and Gardens \$1 million contribution from Disney will help to build play spaces and gardens in 12 underserved communities nationwide
Impact	N/A
Reports/Case Studies	N/A
Social Media Sites	N/A
Website and Contact Information	http://corporate.disney.go.com/citizenship2010/inspiringkidsandcommunities/overview/mohl/ http://citizenship.disney.com/try-it