



THE WALT DISNEY COMPANY

Disney Magic of Healthy Living

Partnering with Parents for Healthier Lifestyles

There's magic in discovering that healthy lifestyles can be simple, fun and rewarding. When you're eating right, staying active, and having fun, you discover that you feel great and can live to your fullest potential! That's the magic of healthy living.

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Disney Magic of Healthy Living
Press Materials
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Research shows that parents want their families to live healthier lives but feel they need help to achieve that goal

Healthy Kids Retail Research
Disney and TideWatch, 2010

Disney Magic of Healthy Living is a new national multimedia initiative designed to partner with parents in their quest to raise healthy, happy kids, ultimately helping to create a healthier generation of kids and families. The campaign draws on the many assets and platforms of The Walt Disney Company and builds on the momentum of landmark nutritional guidelines introduced in 2006 associating Disney brands and characters with a more nutritionally balanced range of foods.

Disney Magic of Healthy Living reinforces the work of parents by helping inspire kids to live healthy lifestyles. The initiative also provide parents with resources and tools for healthy living that can be woven into the fabric of everyday life in fun, easy and sustainable ways. Elements include:

- Public service announcements featuring First Lady Michelle Obama and young Disney stars.
- Dedicated healthy living websites for kids and parents.
- A national contest for kids with winners invited to *Disney Magic of Healthy Living—The Weekend* event at Walt Disney World Resort.
- A \$1 million contribution which will help build much-needed playgrounds and gardens in underserved communities across the U.S.

Disney Magic of Healthy Living On-Air

Sharing the Message

First Lady Michelle Obama and stars from Disney Channel and Disney XD will be featured in a year-long series of inspirational public service announcements providing tips on nutrition and activity that make healthy living fun — from the kitchen to the outdoors.

Disney stars include:

- Nick Jonas ("Jonas L.A." and "Camp Rock 2: The Final Jam")
- Brenda Song ("The Suite Life on Deck" and "Pass the Plate")
- Jason Dolley ("Good Luck Charlie")
- Daniel Curtis Lee ("Zeke and Luther")
- Brandon Mychal Smith ("Sonny With A Chance")
- Jennifer Stone ("Wizards of Waverly Place")
- Alyson Stoner ("Camp Rock 2: The Final Jam" and "Phineas and Ferb")
- Tiffany Thornton ("Sonny With A Chance")

PSAs will appear on:

- Disney Channel, Disney XD, Radio Disney and Disney.com
- ABC Kids and during ABC family-friendly programming
- Ad Council network of 1,700 broadcast, network, and local cable stations



Eight PSAs featuring the First Lady Michelle Obama and Disney Channel stars will address nutrition and activity.



Parents can find tips and resources about fun and healthy family lifestyles on Family.com/healthymagic.



Disney.com/healthyfun allows kids to learn more, take action, and share feedback.

Disney Magic of Healthy Living on the Web

Information at Your Fingertips

Disney Magic of Healthy Living offers online information for kids and for parents on two new dedicated web sites:

- On Disney.com/healthyfun, kids are inspired by their favorite Disney stars while learning everything from the latest dance move to easy, nutritious snacks they can make after school.
- On Family.com/healthymagic, parents have access to a number of resources to help make healthy living fun for the whole family — from nutritious family meals to articles from leading experts.

Disney Magic of Healthy Living at the Parks

An essay of 100 words or less could mean an exciting trip to Walt Disney World Resort next March for 50 lucky winners.

- The contest will open to kids ages 8 to 14 October 21 and entries can be submitted through December 1, 2010.
- Kids submit their ideas for leading a healthy life, whether it's at home, at school, or in their community.
- 50 young winners across the U.S., selected by a distinguished panel of judges, will be guests of honor at *Disney Magic of Healthy Living — The Weekend*.
- For more information about the contest, visit Disney.com/healthyfun.

A Helping Hand for Families

Nearly 70 percent of lowest income families in the U.S. say they don't have access to a community playground yet, nearly all parents say playing outside is critical to keeping their kids physically fit (Harris Interactive, 2009). *Disney Magic of Healthy Living* is giving kids a place to play, as well as an opportunity to eat food that they can help grow themselves. Disney will be working closely with KaBOOM!, a renowned non-profit organization whose mission it is to have a play space within walking distance of every child in America. A \$1 million contribution from Disney will help to build play spaces and gardens in 10 underserved communities nationwide.



Disney is donating \$1 million to help develop play spaces for kids through KaBOOM!



Disney Magic of Healthy Living—The Weekend in March 2011 will celebrate and empower kid champions of healthy living.

Building on a Commitment to Healthy Living



Lighter side items — fruits, vegetables and juices — are now a standard with kids' meals at Walt Disney Parks and Resorts.

Since 2006, pioneering nutritional guidelines have been implemented across all Disney-branded businesses. Today healthier food options are available in Disney theme parks, healthy lifestyles themes are embedded in Disney programming for kids and an array of nutritious Disney-branded licensed foods from fresh produce to low-fat dairy are sold in grocery stores around the country.

Disney Parks

Guests today can choose from a spectrum of tasteful meal options — from healthier fruits and vegetables to celebratory “special occasion” treats — so they can decide what meets their taste, convenience and price needs.

Lighter Sides with Kids' Meals: For the last several years, Disney has offered “lighter” sides and beverages — from low-fat milk and 100% fruit juice to baby carrots and applesauce — replacing fries and sodas (still available upon request) as standard fare for kids' meals at all Disney-operated dining locations. Since the program launched, research has shown that nearly 60 percent of total sides and beverages chosen were healthy option choices.

Review Nutritional Profile of Quick Service Offerings: Disney continues to work with nutritionists to review the nutritional profile of quick-service food offerings and explore opportunities to enhance the nutritional value of many of the foods served such as adding whole grains to pizza crust and using lower-fat cheese.

Elimination of Added Trans fat Products: Since 2006, trans fat has been eliminated from more than 1,000 products sold in

Disney parks. In addition, the cooking oil Disney uses for deep frying foods has the lowest saturated fat percentage available (7 percent).

Disney Kids' Media



Daisy prepares for a dance for the upcoming talent show and all her friends realize how much fun dancing can be on "Mickey Mouse Clubhouse" (Playhouse Disney).



"Pass the Plate" features international segments that share cultural information about food and preparation to inspire kids.

Disney Channel is available on basic cable in over 99 million U.S. homes and to millions of other viewers on Disney Channels around the world.

Radio Disney, the No. 1, 24-hour radio network devoted to kids, tweens and families, is committed to encouraging a healthy and active lifestyle.

Disney Online produces the No. 1 ranked community-family and parenting destination on the World Wide Web. The Disney Online family of Web sites had more than 35 million unique visitors in July 2010.



Fresh healthy fruit is available at grocers nationwide featuring familiar Disney characters.

Eye on Employees

- From benefits and resources to employee stores with fresh and healthy food, Disney offers a number of healthy lifestyle programs for employees.
 - In 2011, Disney will build a vegetable garden at its headquarters in Burbank, Calif., as a sustainable new source of produce for employee meals.
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Disney's industry-leading portfolio of kids' media platforms — on-air and online — has unparalleled reach and potential to reinforce the work of parents through positive role models.

Inspiring Kids: Disney Channels Worldwide (Disney Channel, Disney XD and Playhouse Disney), incorporates healthy lifestyle information — such as the importance of healthy foods and physical activity — in its popular TV and online programming for preschoolers, kids, tweens and families. Radio Disney programming and promotions provide useful nutrition and fitness information. For example, Radio Disney's weekly Saturday Night Dance Party is designed to encourage kids to get up and move.

Positive Role Models: Storylines and characters reflect and recognize that everyone shares a responsibility to encourage kids and families to adopt healthy lifestyles. Episodes of "Hannah Montana," "Jonas Brothers: Living the Dream," "I'm In the Band," "Next X," "Yin Yang Yo!," "Mickey Mouse Clubhouse," "Imagination Movers," "Tasty Time with ZeFronk" and the interstitial series "Pass the Plate" and "Getcha Head in the Game" help deal with health themes in a way that is both informative and empowering for kids, and leverages our popular TV characters and real kids as positive role models.

Disney-branded Foods at Grocery Stores

Lead by a team of veteran food industry professionals, the Disney Consumer Products food team has grown Disney's food licensing business while sustaining Disney's nutritional guidelines.

- In the past four years, Disney shifted focus to a "better-for-you portfolio" of food.
- Disney's focus to offer nutritious foods that kids will love and parents will feel good about is working. Disney has helped kids and families consume over 1.3 billion servings of Disney-branded fruits and vegetables since 2007 as well as 50 million servings of Disney branded dairy in the past year alone.
- In North America, Disney has achieved the goal set in 2006 to balance its retail food portfolio to 85% "nutritional guideline compliant" foods and capping the special occasion treats product offering to just 15%, many of which are portion-controlled.



Today, Disney creates affordable, convenient and nutritious food options for families that promote consumption across a broad range of categories including fruits and vegetables, dairy and whole grains.