

Disney Citizenship Spotlight



Fall 2017



Disneyland Paris is Committed to Creating Nutritious Options for Guests

Since launching in 2012, the "Disney Check" featuring Mickey Mouse has helped millions of families make healthier choices by appearing on food, beverages, and recipes that meet Disney Nutrition Guideline Criteria. Similar to Walt Disney World and Disneyland, this past March, Disneyland Paris launched the Disney Check on its quick service restaurant menus with plans to launch the Disney Check at table service restaurants in the near future. The Disney Check is a quick and easy way for families to identify more nutritious Parks' meal options for children that meet Disney nutrition guideline criteria.

The Disney Check also is available on product, including fresh fruits and vegetables, in over 90% of major grocery retailers in the United States. Since 2012 over 8 billion servings of Disney licensed fruits and vegetables have been sold at retail. We have also worked closely with the Disney|ABC Television Group and Disney Consumer Products to develop kids and family-friendly content that features the Disney Check on fun and easy-to-prepare recipes.

Click [here](#) to learn more about the Disney Check on children's menus in Disneyland Paris restaurants and [here](#) for our overall commitment to helping parents and kids agree on healthy choices.

ESPN and X Games Team Up For Bullying Prevention Initiative, Shred Hate; MLB Joins ESPN to Help Stop Bullying



In January, [ESPN and X Games teamed up](#) with bullying prevention organization No Bully to launch the X Games *Shred Hate* campaign. The *Shred Hate* initiative, created by ESPN is an [innovative program](#) built to put an end to bullying in schools and help youth choose kindness. Nearly one in four students - more than 10 million total students - report being bullied each year in the United States. The program was able to reduce 94% of bullying cases in the Colorado schools that implemented the No Bully System®. In August, [Major League Baseball \(MLB\) joined ESPN](#) to help eradicate bullying during the '17-'18 academic year in schools within three MLB markets - Chicago, Washington, D.C. and Minneapolis. ESPN, X Games and MLB will collaborate with No Bully on its curriculum and will support the initiative through various multimedia platforms and other promotional activities.

Disney's Supply Chain Investment Program (SCIP) Funds Four New Projects

Disney's Supply Chain Investment Program (SCIP) is supporting four new projects that seek to create or scale innovative programs to promote better issue identification and resolution related to workplace conditions in global supply chains. This year's programs focused on two areas. First, building the capacity of governments and business partners to uphold labor laws. Second, encouraging innovation in labor compliance practices and technology to increase efficiency and transparency. As a result, SCIP supports the efforts of the ILO and IFC's Better Work program, the Employers' Activities Programme at the ILO's International Training Centre, MicroBenefits, and the Responsible Sourcing Network. To learn more about these four projects click [here](#).



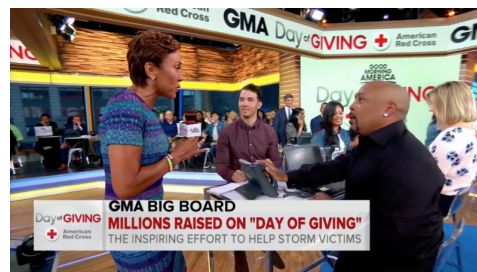
Disney Commits \$1.5 Million to Hispanic Scholarship Fund



Hispanic Scholarship Fund (HSF) Scholars in the Bay Area recently had an opportunity to tour Pixar Animation Studios' Emeryville, California headquarters and meet the filmmakers behind the studio's upcoming film Disney*Pixar *Coco*. They were welcomed by Director Lee Unkrich, Co-Director Adrian Molina and Producer Darla K. Anderson. The Walt Disney Company has been a longtime supporter of the fund and [announced](#) in September a \$1.5 million commitment to continue its scholarship program with the organization. Since The Walt Disney Company-HSF Scholarship Fund was established in 2015, scholarships have been awarded to more than 200 high-achieving college students attending school across the U.S., including Columbia University, Stanford University, UC Berkeley and the University of Texas at Austin.

Responding to Natural Disasters

In the wake of an unprecedented number of significant natural disasters, The Walt Disney Company helped mobilize nearly \$20 million in cash to nonprofit organizations through direct giving and a Disney|ABC Television Group and ESPN [Day of Giving](#) effort to encourage viewers donations. Additionally, the company provided in-kind support and many Disney VoluntEARS lent a helping hand to assist shelters and communities in impacted zones.



Disney's many efforts continue to bring comfort to colleagues, friends and neighbors who are rebuilding from hurricanes in the [Caribbean](#) and [US](#), [earthquakes](#) in Mexico and wildfires in California.

Disney Recognized at the Environmental Media Association Awards



Each year the Environmental Media Association (EMA) awards film and television shows for environmental themes and green production practices. Disney has received numerous awards since the early 1990s. This year Disney was honored to be nominated for *Moana* in the feature category and an episode of *Miles from Tomorrowland* in the children's television category. Six Disney films earned EMA Awards for green production. Two Marvel films, *Black Panther* and *Thor: Ragnarok*, received the Gold Seal Award, and four films received the Green Seal; *Beauty and the Beast*, *Born in China*, *Pirates of the Caribbean: Dead Men Tell No Tales*, and *Star Wars Episode XIII - The Last Jedi*. See the [2017 EMA Awards Recap](#) for more about the event.

Join Disney in Sharing the Joy this Holiday Season

As a part of The Walt Disney Company *Share the Joy* holiday campaign, Disney is working with organizations, such as Toys for Tots, Boys & Girls Club, Feeding America, and Make-A-Wish to support the many ways kids and families can share comfort and happiness to those in need.

Through November and December, Disney holiday events and programming are designed to make volunteering and giving simple and fun for families.

As the sponsor of Family Volunteer Day, a global day of service in November, Disney, with Points of Light, supports opportunities for families to volunteer in their communities. The Family Volunteer Day Resources [page](#) is a quick and easy tool to find family-friendly volunteer opportunities. More information about the campaign can also be found on [Disney.com/Belnspired](#).



Exploring STEM in Marvel Studios' Black Panther



During the 2017 Congressional Black Caucus Foundation's Annual Legislative Conference at an issue forum hosted by U.S. Rep. Val Demings, attendees learned about the STEM themes in Marvel Studios' upcoming *Black Panther* film, set in the fictional African nation of Wakanda. The panel featured Ryan Coogler, director; Danai Gurira (one of the stars of the film); Hannah Beachler, production designer; Nate Moore, Vice President of Development and Production, Marvel Studios; and Rick Loverd, Program Director, The Science & Entertainment Exchange, National Academy of Sciences. Jay Harris, anchor for ESPN *SportsCenter*, moderated the panel. The panel talked about the film's setting in Africa and how the characters are part of the technologically advanced society of Wakanda as well as how the advancements fit into the Marvel Cinematic Universe. Panelists and the audience also discussed the ways the film will inspire young fans to take a greater interest in technology. See the [trailer](#) for the film and get a glimpse of the technologically advanced,

fictional setting.



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