

Disney Citizenship Spotlight



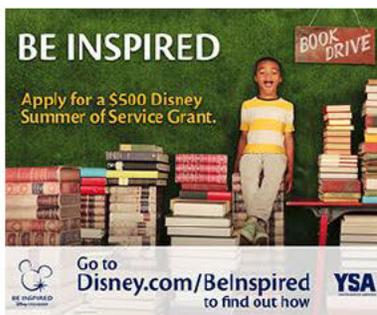
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Disney Launches *Be Your Best* Campaign to Inspire Healthy Living in Kids and Families

During back-to-school season this September, Disney launched its *Be Your Best* campaign, which includes new content and experiences from across The Walt Disney Company - including interstitials, products, recipes and more. *Be Your Best*, as part of The Walt Disney Company's commitment to creating healthier generations, will help inspire kids and families to make healthy living simple and fun. To learn more, visit Disney.com/BeYourBest.

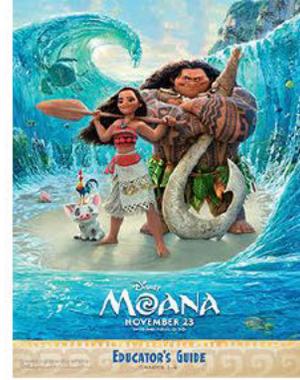
Summer May Be Over, But a Spirit of Service Continues



What do a science summer camp for girls and school supplies purchased for kids in homeless shelters have in common? They are both projects started by youth who were the recipients of a *Summer of Service* grant provided by The Walt Disney Company, together with Disney|ABC Television Group, Disney Consumer Products and Interactive Media (DCPI), and Youth Service America (YSA). This year's campaign aired daily on our networks and inspired youth to apply for *Summer of Service* grants to strengthen their communities. Click [here](#) to learn more about the positive impact young people are having all around the U.S.

Disney *Moana* Educator Guide Connects Teachers and Students to the Magic of Nature

As a companion to the release of Disney's newest film *Moana*, we are excited to launch the *Moana Educator's Guide*. The eighth educator guide, produced by the *DisneyNature* educational team, targets second to sixth grade students and includes over 40 pages of lessons and activities, which help kids to explore the natural world. The new Disney *Moana* educator guide can be found [here](#) and guides to the other films can be found [here](#). Click [here](#) to learn more about how Disney educational guides are developed.



Supply Chain Investment Program Announces New Programs and Positive Results



The Walt Disney Company International Labor Standards Supply Chain Investment Program (SCIP) recently awarded new grants to Good World Solutions, GoodWeave, the International Labor Organization and the Maquila Solidarity Network for projects that seek to create scalable, long-term improvements in working conditions in global supply chains. These grants bring the total funding from SCIP to nearly \$14 million over the past five years. Completed programs have produced demonstrable results. For example, a new impact assessment linked Better Work's Supervisory Skills Training to improvements in supervisors' abilities and confidence at work, their relationships with workers, and their productivity while reducing accidents and worker turnover. Click [here](#) to learn more about the new grantees, and read the full Better Work assessment results [here](#).

The Amazing Invention Photo Challenge Inspired by Disney *Moana*

Disney Store recently rolled out an innovative package for their *Moana* doll that can be transformed into a boat to provide more ways to play. The package was created in support of *Disney's Smart Packaging Initiative* - a program dedicated to creating environmentally conscious product packaging to protect the planet. It is easy to open, separates for recycling, is made from 70 percent recycled paper, and is printed with vegetable-based inks. In celebration of this new package, Destination Imagination, Inc., a non-profit organization focused on teaching students 21st century skills through creative STEAM-based (*science, technology, engineering, arts and mathematics*) challenges, is hosting *The Amazing Invention Photo Challenge*. Fans will get creative and design their own invention out of recycled materials found around the home to help them on an imaginary journey. The challenge [launched](#) on Oct. 17 and the grand prize winner will win a trip to Los Angeles to attend the *Moana* film premiere.





Disneyland Resort and KaBOOM! Partner to Bring Play to Anaheim

This past summer, Anaheim residents were asked to vote on which of their local parks would get the next Disney sponsored KaBOOM! playground. Click [here](#) to learn more about the surprise that the City of Anaheim received, which will bring playspaces to many Anaheim residents now and in the future. Since 2007, Disney has long been a proud supporter of KaBOOM!, helping the organization deliver on its mission to make the power of play more accessible to kids in all communities. Over the last nine years, Disney has pledged more than \$12 million and has helped to distribute and build more than 100 playgrounds and Imagination Playgrounds™ sets.

Disney Supports the Smithsonian's New National Museum of African American History and Culture



The Walt Disney Company was proud to support unveiling of the National Museum of African American History and Culture (NMAAHC). Disney has helped to sponsor the project with a \$3 million donation, part of which helped construct the facility's outdoor reading grove. The informal space invites visitors to gather and experience the museum grounds from a different perspective. In addition, benches in the reading grove offer guests views of the Washington Monument. Disney|ABC Television Group will also broadcast NMAAHC's two-hour opening gala ceremony celebration during the 2016-17 season. Exploring and celebrating African American contributions to the global landscape, the program will feature new film footage of iconic items from the museum's collections. Click [here](#) to learn more about Disney's support of the new museum.



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