Disney Citizenship Spotlight

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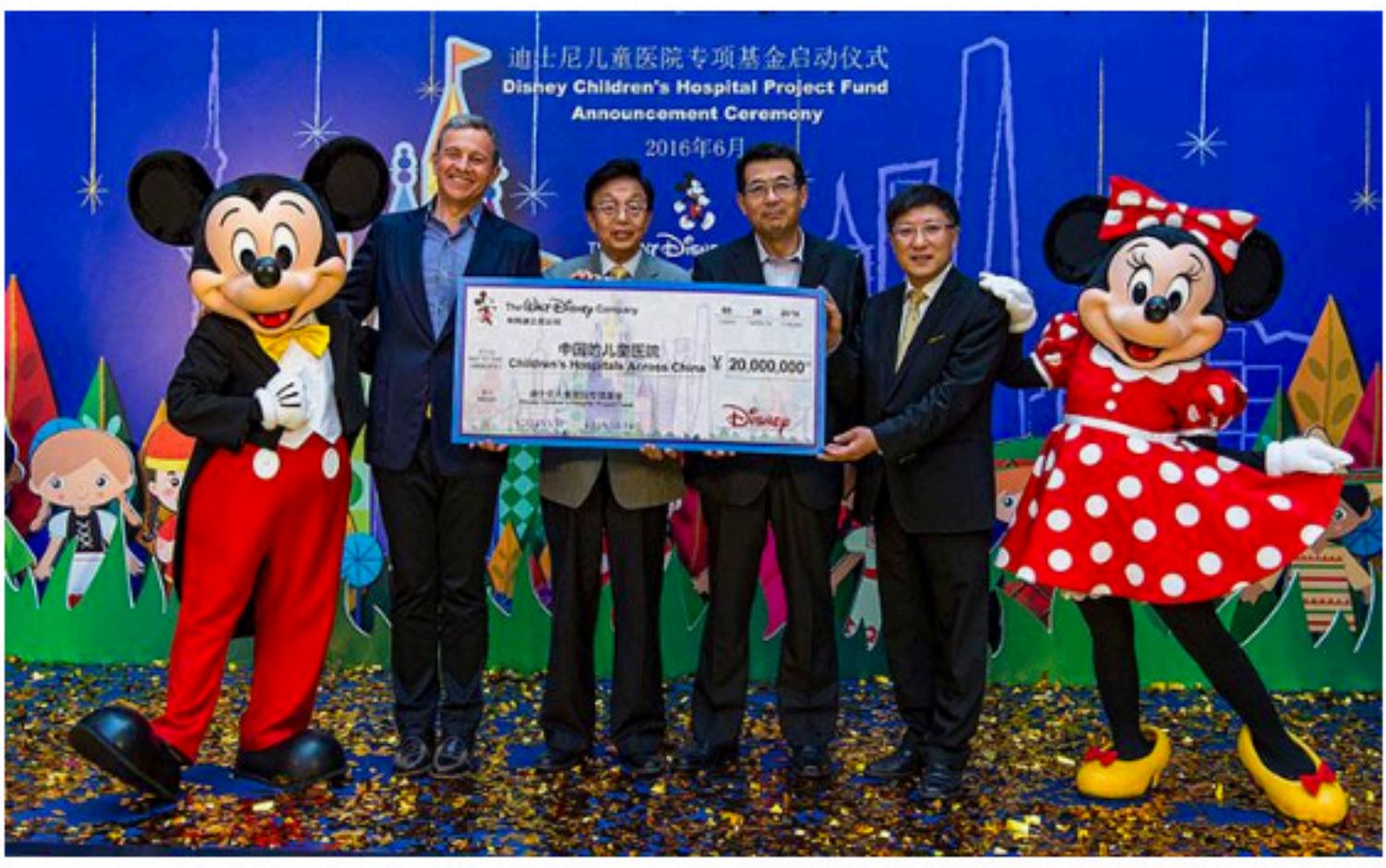
Disney CITIZENSHIP

Summer 2016



Disney Announces Donation to Create Play Spaces in Children's Hospitals Across China

To celebrate the grand opening of Shanghai Disney Resort, The Walt Disney Company announced in June a donation to fund Disney-themed play spaces and therapeutic play activities at children's hospitals across China. This gift builds on Disney's long history of bringing Disney-magic to children and children's hospitals. To learn more about this commitment, read here.

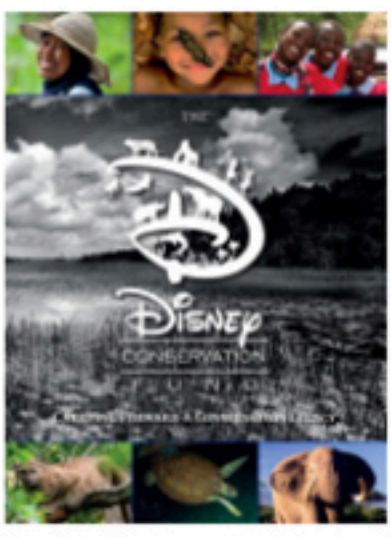
Disney Recognized as One of America's Top Corporations for Women's Business Enterprises

Disney's commitment to diversity and inclusion is not just a longstanding part of what we do, it's a central part of who we are. Our ongoing diversity efforts help us achieve our goals, including developing inclusive, innovative and high quality solutions to strengthen the communities where we do business. Our efforts to work with minority-, women-, and veteran-owned businesses were recently recognized by the Women's Business Enterprise National Council. Click here to learn more about the companies recognized as America's Top Corporations for Women's Business Enterprises in 2015.

Disney Honored for Commitment to Preserving Nature

In June, the Wildlife Conservation Society (WCS) honored The Walt Disney Company for its 70-year relationship with the organization. WCS and Disney began working together when Walt Disney visited what was then the New York Zoological Society seeking advice on development of Disney's "True-Life Adventures" films. Since that time, Disney and WCS have collaborated to protect wildlife and ecosystems around the world. Learn more about the recognition here.

Free E-book to Commemorate DCF 20th Anniversary



The Disney Conservation Fund (DCF), which celebrated its 20th anniversary in April, is a key part of Disney's longstanding commitment to conservation. To commemorate this milestone, DCF created a stunning new video and book highlighting many of the projects, organizations and people supported by the fund. To view the video, click here. A free electronic copy of the book is available here.

Disney Collaborates with Recyclebank to Share the Magic of Conservation

From April through June, Disney teamed up with Recyclebank to launch the Magic of Conservation. This campaign shares teachable moments through the magic of Disney storytelling and characters that help encourage kids and families to recycle. The site utilizes fun and engaging Magic of Conservation content that features interactive games, including a recycling lesson with Mickey and friends. In addition, visitors to the site can earn points to redeem rewards like a Disney Store coupon and a free e-book download from Disney Story Central. Check it out here!

NRPA Parks Build Community Winners Announced

The National Recreation and Park Association (NRPA) and The Walt Disney Company, including Disney Citizenship, Disney|ABC Television Group and ESPN, announced the winners of the national Parks Build Community campaign. The initiative helps to revitalize and restore local parks and park programs.

Throughout Earth Month in April, the public cast their votes and write-in nominations to direct grant funding for park improvement projects and programs that provide kids and families with more opportunities to get outdoors, be active and have fun. Click here to learn more about each of the 16 winning parks around the U.S. that received a $20,000 grant.