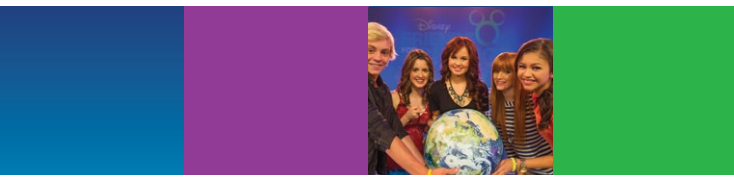




BE INSPIRED TO CREATE A BRIGHTER TOMORROW



BE INSPIRED  
Disney CITIZENSHIP



# BE INSPIRED

Disney CITIZENSHIP

We believe in the power of stories, the power of families and the power of possibility. There are no limits to where creativity and imagination can take us. In our stories we find the inspiration to envision a brighter tomorrow and the aspiration to make that dream come true. We inspire kids and families everywhere to join us in taking action and caring for the world we share. Together, we are creating a better tomorrow where the greatest stories have yet to be told.



Disney Citizenship is our continuing commitment to be among the most admired companies in the world – equally admired for the integrity of our people, as we are for the quality of our exceptional entertainment experiences. This guides our actions as a company and our efforts to promote the happiness and wellbeing of kids and families.

Walt Disney once said that Disneyland would never be completed as long as there is imagination left in the world. We think about citizenship in the same way. As long as we can imagine a brighter tomorrow, there is more work to be done.

We hope you will be inspired to join us.

ACT RESPONSIBLY | LIVE HEALTHIER | STRENGTHEN COMMUNITY | CONSERVE NATURE | THINK CREATIVELY





## BE INSPIRED TO ACT RESPONSIBLY

We believe that doing the right thing for families is the right thing for our business.

Acting responsibly is an integral part of our brand. It makes Disney products more attractive in a marketplace with abundant choices. It strengthens the connection we have with consumers who expect nothing less from us. It makes our company a more desirable place to work and helps us attract the very best and brightest to join our global cast. It builds goodwill in the communities in which we operate. All of these things contribute to The Walt Disney Company's continued growth and success.

Our commitment to conduct our business and create our products in an ethical manner focuses on five areas: ethical conduct, responsible content, environmental stewardship, community engagement and respectful workplaces.

Driving positive change on a global scale is rarely easy and the path to success is seldom straightforward. We continue to work diligently toward our citizenship goals. We regularly set new challenges for our company to ensure we are constantly striving to improve.

Being the best citizen of the world that we can be is a long-term investment that not only benefits us today, but will have an even greater impact in the decades to come.



According to Disney research, over 80% of kids who saw *Disney Magic Healthy Living* messages were inspired to do more physical activity and 78% consumed more fruits and vegetables.



## BE INSPIRED TO LIVE HEALTHIER

We believe that healthy living should be simple and fun. When the most nutritious choice is also the easiest, most entertaining choice, we all win.



We recognize our unique ability to help parents and kids make positive lifestyle choices. We partner with parents and engage kids in ways only Disney can. And we make it fun. From healthy lifestyle messages woven into kids' programming to the Mickey Check, a tool that makes it easier to identify nutritious choices, and "TRYathlons" that encourage kids to try healthy new things- we empower kids and families to enjoy healthier lifestyles.

In 2006, Disney became the first major media company to establish nutrition guidelines, which associate our brands and characters with more nutritionally balanced foods. Six years later, we took the next important step to support better choices for families when we became the first major media company to set industry-leading standards for food advertising on programming targeting kids and families.

We believe that inspiring healthier lifestyles today will create a brighter tomorrow.

# BE INSPIRED TO STRENGTHEN COMMUNITY

We believe people make dreams come true. Wishing stars and pixie dust help, but it's the people that step up and lead who really make the magic happen. Giving back to the communities where we work, live and play has been an essential part of The Walt Disney Company since day one.

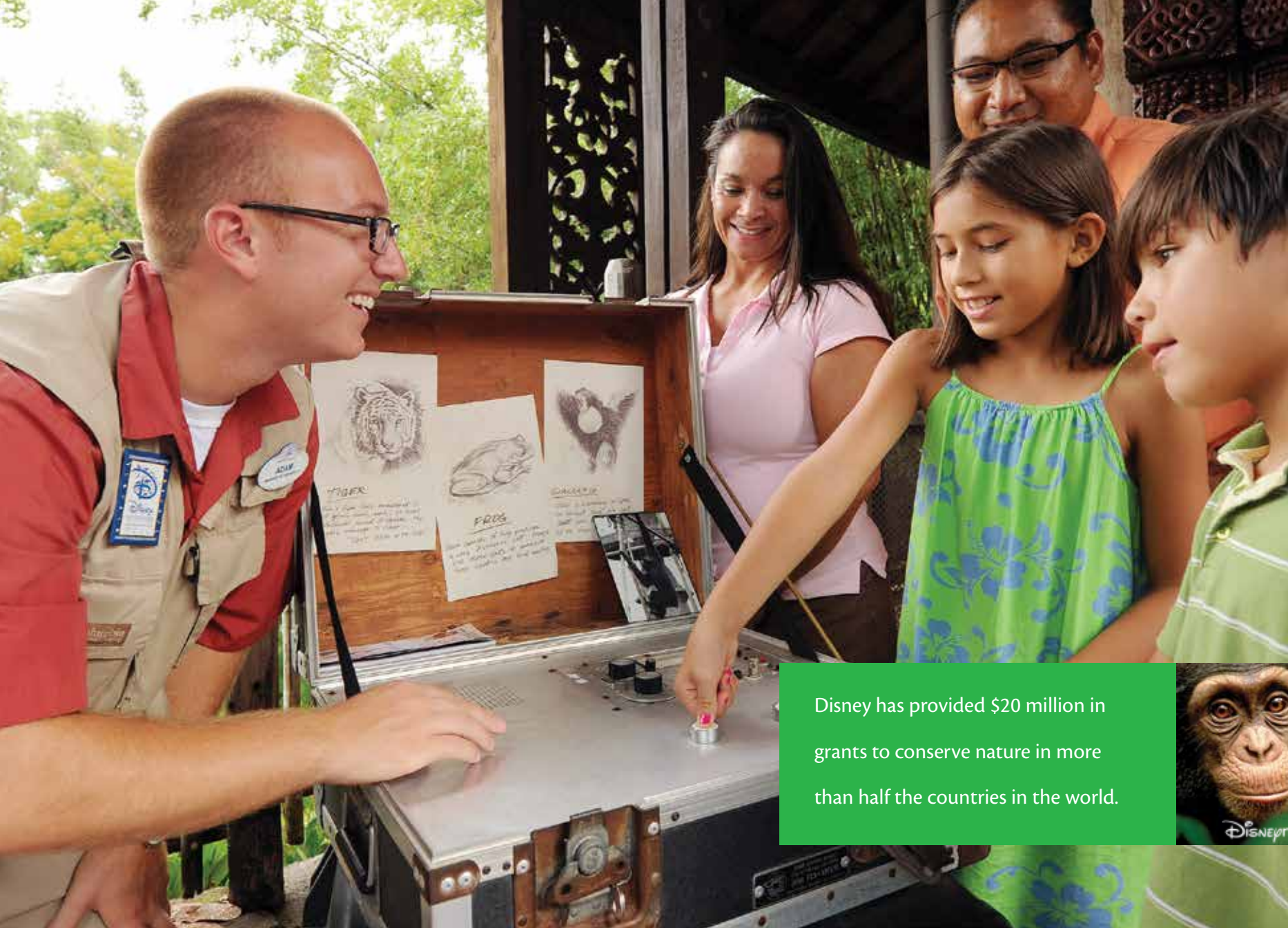
Through contributions, collaborations with local organizations, in-kind gifts and sheer human effort, we are proud to help enrich the lives of kids and families. Disney provides happiness, hope and laughter to those who need it most. Through uplifting efforts, like granting children with life-threatening illnesses the opportunity to fulfill their wishes, we're thrilled to make new dreams come true every day.

*Disney VoluntEARS* help bring positive, lasting change to local communities in countless ways. Our *Heroes Work Here* initiative is dedicated to hiring, training and supporting returning veterans. *Disney Friends for Change* has encouraged kids around the world to take 20-million individual actions to help people and the planet.

We believe that small individual actions can have a large collective impact that transforms communities.



In 2012, Disney gave \$292 million in cash, product and in-kind support to organizations around the world.



Disney has provided \$20 million in grants to conserve nature in more than half the countries in the world.



## BE INSPIRED TO CONSERVE NATURE

We believe that conservation and caring for the planet are more than just good ideas. They are core to who we are. Walt Disney himself planted the first seeds of the company's commitment to nature over 60 years ago. It is amazing what's blossomed since. From the story of Bambi to the latest DisneyNature film, conservation and the environment are a rich part of our history and a key focus of our present and future.

It is our goal to use our resources wisely and reduce our impact on the environment. We are actively involved in protecting wildlife and wild places in every corner of the globe. Through the Disney Worldwide Conservation Fund, we support hundreds of projects from protecting rhinos to conserving coral reefs. And we help animals through a corps of more than 600 Disney scientists, specialists, vets and educators devoted to making a difference.

Conserving nature begins with connecting to nature. We immerse kids in the magic of the natural world to ignite their imagination and develop lifelong conservation values. It is our hope that our actions will inspire others to be positive environmental stewards, ensuring the health of our planet for generations to come.

CONSERVE NATURE | [DISNEY.COM/CITIZENSHIP](https://www.disney.com/citizenship)

# BE INSPIRED TO THINK CREATIVELY

Creativity is the heart and soul of Disney. We believe that if you can dream it, you can do it.

Walt Disney once said "it's kind of fun to do the impossible." We couldn't agree more.

Our goal is to motivate generations of young people to harness the power of creativity to help improve their communities.

The world's next great artists, innovators, athletes, engineers, communicators, architects, zoologists and dreamers are out there. We're thrilled to play a role in providing the tools they need to thrive and create the future they imagine.

Every day, we work with organizations all over the world to bring the art of imagination, storytelling and play to kids and families through after-school creativity grants, book donations and play spaces that help foster out-of-the-box thinking.

By inspiring creativity in young people today, we hope to ignite the spark of innovation that will lead us all to a brighter tomorrow.



Disney's support will bring the magic of play to more than 60,000 kids and families around the world by 2016.





We hope you will be inspired to join us in creating a brighter tomorrow.

**ACT RESPONSIBLY**

**LIVE HEALTHIER**

**STRENGTHEN COMMUNITY**

**CONSERVE NATURE**

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