



FOR IMMEDIATE RELEASE
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**SUBMISSION FOR NOMINATIONS BEGIN FOR
2004 DISNEYHAND TEACHER AWARDS**

The Walt Disney Company to Award More Than \$1 Million to Outstanding Teachers and Schools

BURBANK, Calif. – Do you know a teacher who goes the extra step to inspire, motivate and educate students? Disney is searching for dynamic, creative teachers who lead their students to the height of learning for the 2004 DisneyHand Teacher Awards.

Nominations will take place from Aug. 15 – Oct. 3, 2003. If you know a teacher, please raise your hand to nominate them. Nominations may be submitted by students, former students, students' parents, principals, members of the community or co-workers, by calling the toll-free number 1-877-ATA-TEACH (1-877-282-8322) or by logging on to www.disneyhand.com. Also, in order to benefit more educators, and ultimately more students, Disney has expanded the program to honor 45 teachers.

"Since the inception of DisneyHand's Teacher Awards, we have seen educational excellence through creativity, exploration, inspiration and proactive participation, and we have sought to provide resources to and awareness of the teachers who are responsible for these efforts," said Michael D. Eisner, chairman and CEO of The Walt Disney Company.

DisneyHand Teacher Awards honor representatives of the teaching profession who construct creative learning environments in which students and teachers alike explore, imagine and engage in a variety of thought-provoking experiences. These honorees will be selected from nominations submitted by students, parents, educators and community members representing all regions of the country.



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Disney's American Teacher Awards is part of DisneyHand, the worldwide outreach of The Walt Disney Company

The 2004 nominees will be recognized at a four-day extravaganza at the Disneyland Resort, where they will take part in special events including VIP parties, a parade down Main Street, and unique professional development workshops focused on innovative approaches to teaching and learning through leadership development. The festivities will culminate in an awards gala where an Outstanding Teacher of the Year will be chosen from among the 45 nominees.

DisneyHand will award \$25,000 to the Outstanding Teacher of the Year, with the Outstanding Teacher's school receiving \$10,000. All 45 honorees will receive \$10,000 each, with their respective schools receiving \$5,000.

In addition to the awards ceremony and monetary contributions, the teachers and their principals will attend a workshop in October 2004 at the Walt Disney World Resort in Orlando, FL., where they will learn how to share their creative teaching practices, and also develop an action plan focused on improving professional collaboration and teacher learning in their schools during the 2004-2005 school year.

The honorees will be chosen by a selection committee composed of representatives of the following organizations: American Association of School Administrators, American Federation of Teachers, Association for Supervision and Curriculum Development, The Council for American Private Education, Council for Exceptional Children, Council of Great City Schools, The Galef Institute, Harvard University's Project Zero, National Association of Elementary School Principals, National Association of Secondary School Principals, The National Board for Professional Teaching Standards, National Education Association, National Middle School Association, National PTA. In addition, past DisneyHand Teacher AwardHonorees serve on the selection committee.

DisneyHand Teacher Awards is part of the worldwide outreach for The Walt Disney Company. DisneyHand's mission is dedicated to making the dreams of families and children a reality through public service initiatives, community outreach and volunteerism in areas of learning, compassion, the arts and the environment. For more information on Disney's corporate public service efforts, please visit our Web site at www.disneyhand.com.

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