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**Points of Light Foundation Wins PRSA's Bronze Anvil Award of Commendation
*Creative Tactic Engages Hundreds of Thousands of Volunteers in September 11 Tribute
and Gains National Attention***

Washington, DC (August 20, 2003) – The Points of Light Foundation was awarded this year's Bronze Anvil Award of Commendation, sponsored by the Public Relations Society of America (PRSA). The award, which recognizes creative tactics in a public relations campaign, was presented to the Points of Light Foundation for the Unity in the Spirit of America Initiative (USA) public service announcements (PSAs). The USA PSAs featured several of those who lost their lives on September 11; former President George Bush and Barbara Bush served as spokespersons and encouraged citizens to volunteer.

The USA initiative, which kicked off in June of 2002 and ended during National Volunteer Week in April of 2003, resulted in 500,000 people doing 5,000 volunteer projects across the U.S. in honor of the 500 persons listed on the USA Web site (www.usa.pointsoflight.org). Projects were conducted in every state: Florida had the most projects with a total of 454; California engaged the most volunteers, totaling more than 45,000.

The public service announcements were aired across the U.S more than 3,500 times between July 2002 and March of 2003, and generated over \$2,000,000 in donated TV and cable air time. The Walt Disney Company produced the PSA's as part of its commitment to the Points of Light Foundation and the USA Initiative.

"We applaud the Points of Light Foundation for their exceptional creative tactical solutions to a public relations challenge," said Gerard F. Corbett, APR, Fellow PRSA, chairman, Honors & Awards Committee and vice president & general manager, Hitachi America, Ltd. "The Points of Light Foundation's entry truly set them apart from a wide field of worthy competitors."

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Both DisneyHand, worldwide outreach for The Walt Disney Company, and Ronald McDonald House Charities served as lead partners and committed financial support to the initiative, as well as use of their marketing resources and channels for raising national visibility of the USA.

“Helping is healing. We know that the PSAs helped to inspire the continued outpouring of compassion that we witnessed following the attacks as people from all walks of life shared their time and talent to help those in need and honor those lost,” said Robert K. Goodwin, President and CEO of the Points of Light Foundation.

The Bronze Anvil Awards and the Awards of Commendation were created by PRSA more than 33 years ago to recognize outstanding public relations tactics, the individual teams or components or campaigns. They are awarded in 39 categories and subcategories.

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The Points of Light Foundation & Volunteer Center National Network supports the vital work of millions of volunteers, who are helping to solve serious social problems in thousands of communities nationwide. For more information about local volunteer activities, call 1-800-VOLUNTEER, or visit www.1800volunteer.org.

DisneyHAND, the worldwide outreach program for The Walt Disney Company, is dedicated to making the dreams of families and children a reality through focused public service initiatives, community outreach and volunteerism in areas such as learning, compassion, the arts and the environment, and administers the Disney VoluntEARS program. Since its inception in 1992, the Disney VoluntEARS program, which develops opportunities for Disney employees to contribute their personal time, expertise and effort to make a positive impact on the community, has served more than 200 cities, 47 states, and 24 countries on six continents.

The Walt Disney Company, with its subsidiaries and affiliates, is a diversified, international family entertainment and media enterprise which includes Walt Disney Parks and Resorts, The Walt Disney Studios, ABC, Inc., ESPN, Disney Channel, Disney Stores, television and radio stations and Internet web sites. For more information on Disney’s corporate public service efforts, please visit our Web site at www.disneyhand.com.

Ronald McDonald House Charities, a non-profit, 501(c)3, creates, finds and supports programs that directly improve the health and well being of children through its network of 171 local Chapters currently serving in 44 countries. Named one of America’s Top 100 Charities by Worth magazine, the Charity makes grants to not for-profit organizations and provides support to Ronald McDonald Houses and Ronald McDonald Care Mobiles worldwide. To date, Ronald McDonald House Charities’ national body and global network of local Chapters have awarded more than \$320 million to children’s programs.

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The Public Relations Society of America (www.prsa.org) based in New York City, is the world's largest professional organization for public relations professionals helping to advance the profession and the professional, with nearly 20,000 members with 17 Professional Interest Sections and 116 chapters nationwide who represent business and industry, counseling firms, government, associations, hospitals, schools, professional services firms and nonprofit organizations.

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