

**Disney is helping kids to join together and protect our planet.** Through Friends For Change, top Disney stars encourage kids to make environmental changes in their daily lives. Kids can pledge online to take environmental action and then vote on how Disney will donate over \$1 million to charitable environmental causes. Focus areas include climate, water, waste and habitats.

Disney's Friends for Change is a global environmental program supported across all areas of The Walt Disney Company. Key program elements include a cross-platform media campaign featuring conservation messages, charitable support for environmental projects around the world, grants to kids that are making a difference in their communities and local market events.



### What we are asking kids to do:

- ★ **Register and Pledge:** Take specific actions such as adjusting their home thermostats or taking shorter showers and report progress online.
- ★ **Cast a Vote:** Help determine how Disney's charitable donations will be spent.
- ★ **Send it On:** Get their friends involved — because when friends do something together, they are unstoppable!



**Visit [Disney.com/projectgreen](http://Disney.com/projectgreen) to learn more and join.**

Check out the newest Disney's Friends For Change song, "Make A Wave," featuring Joe Jonas and Demi Lovato, debuting in March and exclusively available on iTunes® as the follow-up to "Send It On," the wildly popular anthem which has already raised over \$500K for conservation projects.

**Disney is distributing 100% of all song proceeds to environmental charities through The Disney Worldwide Conservation Fund.**