Disney Magic of Healthy Living partners with parents to inspire kids to lead healthier lifestyles. Through engaging content, useful tools and unique experiences, this initiative helps parents by making nutritious eating and physical activity more appealing and more fun.

“We are proud of the impact we’ve had over the last six years. The emotional connection kids have to our characters and stories gives us a unique opportunity to continue to inspire and encourage them to lead healthier lives.”

– Disney Chairman and CEO Robert A. Iger

Disney.com/tryit
In 2006, Disney became the first major media company to establish nutrition guidelines, which associate its brands and characters with more nutritionally balanced foods. That year, the Company also announced a commitment to balance the portfolio of U.S. licensed food products with 85 percent meeting the Company’s nutrition guidelines and only 15 percent reserved for special occasion treats.

Building on its landmark nutrition guidelines, in 2012 Disney took the next important step to support healthier lifestyles for kids and families.

### New Food Advertising Standards for Kids
Disney is the first major media company to set a new standard for food advertising to kids. By 2015, all advertising, promotions, and sponsorships on Disney Channel, Disney XD, Disney Junior, Radio Disney, and relevant Disney-owned online experiences will meet the Company’s updated nutrition guidelines.

### Mickey Check in the Marketplace
Addressing a need for families, Disney introduced the Mickey Check, a new tool that makes it easier to identify nutritious choices in stores, online, and while on vacation at Walt Disney Parks and Resorts. By the end of 2012, the Mickey Check will appear on Disney-licensed food products sold at retail, on qualifying recipes on Disney.com and Family.com, and on kids’ meals and fruit carts at Disney Parks and Resorts.

### Updated Nutrition Guidelines
Disney has updated its nutrition guidelines to current standards based on the advice of experts and revised federal guidelines. Updates include reductions in sodium and sugar, and new, well-balanced kids’ breakfast meals in Disney Parks and Resorts.

---

**Disney kid-focused media platforms, including Disney Channel, Disney XD, Disney Junior and Radio Disney, reach almost 100-million households in the U.S. According to Disney research, over 80% of kids who saw Disney Magic of Healthy Living messages were inspired to do more physical activity and 78% consumed more fruits and vegetables.**

**Of the 12-million kids’ meals served at Walt Disney U.S. Parks and Resorts in 2011, 6 out of 10 included the nutritious side and beverage options.**

**More than 3-billion servings of Disney-licensed fruits and vegetables have been sold at retail in North America since 2006.**
Disney continues to add nutritious foods and beverages in its parks and resorts, making healthier options easily accessible for families while on vacation.
Creating a Healthier Future for Kids and Families

Disney has granted more than $3.5 million to KaBOOM! to help build playgrounds across the country.

Disney is supporting a Feeding America program that is helping to provide 24-million servings of fruits and vegetables to kids and families.

Disney is funding a grant to help University of Colorado identify and report on ways families choose healthier options.