

Disney Raises the Nutritional Bar

By Courtney Potter

First Lady Michelle Obama recently joined Disney Chairman and CEO Bob Iger to introduce Disney's new food advertising standards.

On June 5, Disney Chairman and CEO Bob Iger was joined by First Lady Michelle Obama at the Newseum in Washington, D.C., to officially announce The Walt Disney Company's revolutionary new food advertising standards for kids—a first for a major media corporation. In front of an audience of journalists and industry leaders alike,

better we meet the needs and expectations of families, the brighter our future looks," Bob said in his remarks at the event. "We were the first major media company to set nutritional guidelines for our licensed foods, because we knew the products associated with our characters are immensely appealing to kids, and that parents trust Disney products to be wholesome. If everyone

to eat well and exercise, we'd never solve our childhood obesity crisis until companies changed the way they sell food to our children... With this new initiative, Disney is doing what no major media company has ever done before in the U.S.—and what I hope every company will do going forward. And make no mistake about it—this is huge."

Leslie Goodman, senior vice president, Corporate Citizenship, is thrilled by the recent announcement. "We have enormous reach in our platforms," she says, recognizing Disney's unique influence with families. "We have the universal appeal of our characters and—most of all—the trust in our brand that allows us to really move opinion in this area and to have an enormous impact on behavior."

The event on June 5 also featured the debut of the "Mickey Check" tool, a simple way for parents to identify more nutritious food in stores, online or while enjoying a day at the Walt Disney Parks and Resorts. By the end of this year, the "Mickey

does their small part, together we can create huge change."

The First Lady echoed Bob's sentiments and praised the Company for spearheading healthy-living efforts, which align with her own nationwide anti-obesity campaign, Let's Move! "This new initiative is truly a game changer for the health of our children," she said. "For years, people told us that no matter what we did to get our kids

"If everyone does their small part, together we can create huge change."

—Disney Chairman and CEO Bob Iger

Bob revealed that by 2015, all food and beverage products advertised, sponsored or promoted on Disney Channel, Disney XD, Disney Junior, Radio Disney and Disney-owned online destinations oriented to families with younger children will meet Disney's specific criteria for limited calories, saturated fat, sodium and sugar.

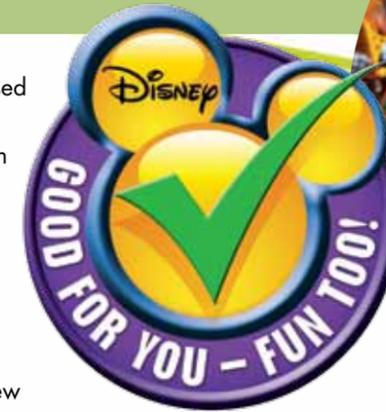
"Parents tell us they need our support, and we are listening—because the

LIVING WELL: (Opposite page) Disney Chairman and CEO Bob Iger poses with Mickey Mouse and First Lady Michelle Obama at the June 5 event in Washington, D.C. (This page, clockwise from left) Disney's new "Mickey Check" tool will alert parents to nutritious food and menu items; a Parks and Resorts Cast Member restocks healthy treats; and storytelling in kids' programming like Disney Junior's *Doc McStuffins* helps make nutritious eating and physical activity fun for kids and families.

Check" will appear on Disney-licensed food products; on Disney.com- and Family.com-qualified recipes; and on menus and select products at Disney's domestic Parks and Resorts.

But that's not all! By 2013, Disney parks in the States will sell fruits and vegetables at almost all of its 400 food venues, reduce sodium in kids meals and introduce new kids breakfast meals that meet these new nutrition guidelines.

This isn't the first time Disney has taken the lead in encouraging kids to learn healthy habits; in 2006, Disney established landmark nutritional guidelines, which associates Disney's brands and characters with more nutritionally balanced foods. That same year, Disney Parks and Resorts started offering new kids meals that included healthy sides and beverage choices, such as carrots and low-fat milk. (Of the more than 12-million kids meals served last year at Disney Parks and Resorts in the U.S., parents stuck with the healthier options 6 out of ten times!) Later, in 2010, the Company launched *Disney Magic of Healthy Living*, a consumer



program that makes nutritious eating and physical activity fun for kids and families. The First Lady helped launch the initiative, appearing with Disney Channel stars in several inspiring interstitials intended to motivate kids to be active and eat right.

One of the take-home messages from this announcement, Leslie says, is the *Disney Magic of Healthy Living* adage that "good for you can be fun, too!" "Disney has the ability to make healthier lifestyles more appealing and more fun," she explains. "We realize that Disney's future rests not only with the wonderful stories we tell and the experiences we create, but with how we do business to make lasting, positive change."



Disney Magic of Healthy Living The Weekend in Hawai'i

From May 31 through June 4, the beautiful Aulani, a Disney Resort & Spa in Hawai'i, played host to *Disney Magic of Healthy Living The Weekend*, an annual event that celebrates healthy, active lifestyles! The winners of *Disney Magic of Healthy Living: TRYit!* Contest—who recently shared their own successful strategies for eating well and keeping fit on Family.com/TRYit—were chosen by an expert panel of judges to discover even more tips and tricks during *Disney Magic of Healthy Living The Weekend* and TRYathlon 2012.

These six families visited Aulani for a

fun-filled weekend of snorkeling, sailing and hiking through Oahu's volcanic Manoa Valley rainforest and cooking tasty dishes with world-class chefs. The centerpiece of the weekend was the second annual TRYathlon—a unique chance to "TRY" new foods and fun moves! The families were joined by Disney Channel and Disney XD stars Kelly Berglund (*Lab Rats*), Jason Earles (*Kickin' It*, *Hannah Montana*), Kelsey Chow (*Pair of Kings*) and Adam Irigoyen (*Shake It Up*), who cheered from the sidelines—and even competed in a few challenges!

