



*Together, we can save a life*

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## *News Release* **NEWS RELEASE**

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### **DisneyHand Donates 150,000 Plush Mickey Mouse Toys to American Red Cross**

#### ***Plush Mickey Mouse Dolls to be Given to Children, Families Affected by Disasters***

**WASHINGTON, June 16, 2004** — The American Red Cross is proud to announce the generous donation of 150,000 plush Mickey Mouse toys by DisneyHand, worldwide outreach for The Walt Disney Company. This donation will bring comfort to hundreds of thousands of children and families following the 70,000 disasters the Red Cross responds to each year.

"Over the last decade, the use of stuffed animals following a disaster has become a symbol of comfort for disaster victims. They've really become a necessity," said Susan Hamilton, Disaster Mental Health Services, American Red Cross. "Thanks to DisneyHand, the Red Cross can continue to offer this type of care and support to disaster victims when they need it the most."

Of the 150,000 plush toys donated, a portion will be held at a Red Cross distribution center for use in national relief efforts while the majority of the toys will be sent to local Red Cross chapters in communities across the country, including the Greater New York Chapter of the American Red Cross where DisneyHand representatives will make a special delivery of the plush Mickey Mouse toys on Wednesday, June 16. FedEx Corporation, a long-time Red Cross disaster relief partner, has graciously donated the shipping of the Mickey Mouse plush toys to local chapters.

"For generations of children around the world, Mickey Mouse is a symbol of enthusiasm, optimism and joy," said Bob Iger, Disney President and COO, "and all of us at Disney hope this contribution will help awaken those special feelings and bring a smile to the thousands of children the Red Cross comforts every year during times of need."

"The Red Cross is grateful for DisneyHand's generous donation of plush toys," said Marsha J. Evans, President and CEO of the American Red Cross. "Children are often more deeply affected in times of disaster. This DisneyHand donation helps the Red Cross provide the special care and comfort children often need, as we assist their families in rebuilding their lives."

This is not the first time DisneyHand has supported Red Cross efforts. In response to the 2003 Southern California wildfires, DisneyHand, working with the Disneyland Resort in Anaheim, Calif., arranged special visits to Red Cross shelters by Mickey Mouse and other Disney characters to help comfort the children affected by the fires. Disney VoluntEARS also distributed hugs and Halloween treats of toys, games and stuffed animals during these visits. Additionally, Disney affiliates including Los Angeles-based ABC television and radio stations encouraged donations to the Red Cross during this critical time, which raised over \$1 million for the wildfire relief effort.

**About the American Red Cross**

Governed by volunteers and supported by community donations, the American Red Cross is a nationwide network of nearly 900 field units dedicated to saving lives and helping people prevent, prepare for and respond to emergencies. Led by over 1 million volunteers and 30,000 employees, the Red Cross annually mobilizes relief to families affected by more than 70,000 disasters, trains almost 12 million people in lifesaving skills and keeps U.S. military families connected worldwide. The Red Cross is the largest supplier of blood and blood products to more than 3,000 hospitals across the nation and also assists victims of international disasters and conflicts at locations worldwide. Marsha J. Evans is the President and CEO of the American Red Cross.

**About DisneyHand and The Walt Disney Company**

DisneyHand is the worldwide outreach program for The Walt Disney Company, encompassing all charitable and philanthropic projects and programs. DisneyHand is dedicated to making the dreams of families and children a reality through public service initiatives, community outreach and volunteerism in the areas of learning, compassion, the arts and the environment. The Walt Disney Company, together 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.

**Disney VoluntEARS**

The Disney VoluntEARS program has developed opportunities for Disney employees to contribute their time, expertise and effort to make a positive impact on the community, in more than 200 cities, 47 states, and 24 countries on six continents since its inception in 1992. In 2003, Disney VoluntEARS around the world participated in 1,050 projects and programs and contributed in excess of 400,000 community service hours, filling 67,328 volunteer opportunities.

For more information on Disney's corporate public service efforts, please visit their Web site at [www.disneyhand.com](http://www.disneyhand.com).

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