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DisneyHand Kicks Off Holiday Season with a Donation of \$110,000, Merchandise & Toy Drive to Benefit Toys for Tots

Disney also Lends Support with Wonderful World of Disney Message & Public Service Announcements on ABC-TV

BURBANK, Calif., (November 17, 2004) – DisneyHand, worldwide outreach for The Walt Disney Company, today kicked off the holiday season by supporting The Marine Toys for Tots Foundation toy drive with a donation of \$110,000. Disney's support for Toys for Tots has spanned the past 56 years – ever since Walt Disney became one of the original sponsors of the foundation which strives to ensure that each underserved child in the 50 states, the District of Columbia and Puerto Rico receives a toy during the holiday season.



In addition, Disney and its affiliated ABC Television Network are rallying around Toys for Tots in several other meaningful ways. Disney Chief Executive Officer Michael Eisner recorded a Toys for Tots holiday message that will be featured during the airing of *The Santa Clause* on ABC's *The Wonderful World of Disney* in December (check local listings). Further, cast members from ABC's *According to Jim* lent their talents to Toys for Tots' mission by taping a special public service announcement that will air on the ABC Television Network and its affiliates throughout the holiday season.

Also joining in to support the 2004 toy drive through public service announcements are Masiela Lusha from *The George Lopez Show*, Kaley Cuoco and Martin Spanjers of *8 Simple Rules*, Andrea Parker and Sherri Shepherd of *Less Than Perfect* and Mark Valley and Rhona Mitra from *Boston Legal*. The PSAs will air as part of the network's "A Better Community" outreach.

In addition to a corporate donation of Disney merchandise, Disney is holding an employee toy drive, placing bins in key locations to make it easy for those wishing to participate to donate new toys. In 2003, DisneyHand's monetary and toy donations to Toys for Tots totaled approximately \$1.4 million.

"Every year as the holiday season approaches, we look forward to continuing Walt Disney's commitment to Toys for Tots with our participation in this charitable program," said Eisner. "Through the Disney organization we bring together our employees, talent and resources to help make sure that every deserving child can experience the joy of receiving a special gift for the holidays."

Added Bill Grein, vice president, Marketing & Development, Toys for Tots: "The U.S. Marine Corps is thrilled to have our oldest and dearest corporate sponsor, The Walt Disney Company, back in such a significant way for our 2004 Toys for Tots campaign. For decades Disney has helped us fulfill the dreams of countless children who otherwise would have been overlooked during the holidays. Not only do we greatly appreciate the generous cash and toy donations, but Disney and the ABC Television Network will be instrumental in generating national attention for our program."

A sponsor of Toys for Tots since its inception in 1947, The Walt Disney Company has a long history with the organization. In 1948, Walt Disney and his animators personally designed the original Toys for Tots train logo that is still used today. Disney also designed the first poster created for Toys for Tots which featured Santa Claus with a bag full of toys.

Last year's collection achieved record breaking numbers, with Toys for Tots distributing 15 million toys to 6.5 million children. While Toys for Tots coordinators manage the campaign, the ultimate success of the foundation is reliant upon the generosity of the people who donate toys.

Most local toy collection campaigns run now through December 17th. After the collection period is complete, Toys for Tots coordinators, with the assistance of local social welfare agencies, church groups and other community agencies, will distribute the toys to the needy children in each community served by Toys for Tots. For more information on The Marine Toys for Tots Foundation toy drive, please visit www.toysfortots.org.

About Toys for Tots

The Marine Toys for Tots Foundation, an IRS recognized 501(c) (3) not-for-profit public charity, is the authorized fund raising and support organization for Toys for Tots. The Foundation provides the funding and support needed for successful annual toy collection and distribution campaigns.

About DisneyHand

DisneyHand, worldwide outreach for The Walt Disney Company, is dedicated to making the dreams of families and children a reality through public service initiatives,

community outreach and volunteerism in the areas of compassion, learning, the arts and the environment. For more information on DisneyHand, please visit www.disneyhand.com.

About According to Jim

Jim Belushi hits his stride returning for a third successful season in ABC's breakout family series, *According to Jim*. In this traditional family comedy, he is the quintessential guy and family man. Jim is an accessible and likeable everyman. He and his attractive wife, Cheryl (Courtney Thorne-Smith), are crazy about each other and know they're in this marriage for keeps. Blessed with three adorable down-to-earth kids, Jim continues to support his family as a contractor in a design firm with his architect brother-in-law, Andy. To feed his other passion, music, he carves out time to play the blues with his six-man garage band.

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