

Friends For Change

DISNEY KICKS OFF THE SEASON OF GIVING WITH NEW "FRIENDS FOR CHANGE" GRANTS FOR YOUTH-LED ENVIRONMENTAL SERVICE PROJECTS

New Holiday Version of Friends for Change Anthem "Send It On" to Debut in Celebration of the Grants

In the holiday spirit of giving, Disney, together with Youth Service America (YSA), announced Disney's Friends for Change Grants to help kids that are making environmentally friendly changes in their communities. Disney's Friends for Change is a program that encourages kids everywhere to take steps together with their friends to help the planet. The Friends for Change Grants will fund kids' projects that help the environment and will look to engage children ages 5-18 as leaders in their communities. Disney, working with YSA, will award 150 \$500 grants throughout 2010. Information on how to apply is available at www.disney.com/projectgreen.

To help spread the word, a new holiday-inspired version of the Friends for Change anthem, Send It On, performed by Miley Cyrus, the Jonas Brothers, Demi Lovato and Selena Gomez, will air on Radio Disney, Disney.com and Disney Channel throughout December. In addition to the song, the new Send It On video features behind-the-scenes footage of all the Disney stars that are part of Friends for Change and includes a special invitation for kids to benefit from the new grants.

"Over the past year, we've been inspired by the many kids who have taken steps to make their homes and communities a little greener as part of Friends for Change. From starting recycling programs to community gardens, their stories are truly inspiring and making a real difference," said Jennifer Anopolsky, senior vice president, Corporate Responsibility for The Walt Disney Company. "These new grants will provide seed money so kids can take their ideas even further."

"I am thrilled that Disney has invited Youth Service America to be part of the Friends for Change initiative. It underscores the work that YSA is doing around the world with the youth service movement," said Steve Culbertson, YSA president and CEO. "Children and youth want to make a difference in their communities, and the Disney's Friends for Change Grants will network young people who are truly invested in working toward creating a healthier planet."

Disney's Friends for Change Grants are open to schools, organizations and individuals planning service projects and will focus on projects implemented by children and youth ages 5-18. The goal of each grant is to inspire children to work with their families, friends, schools and communities to address critical needs in their local, national and global communities.

To be eligible, projects will need to be done any time during 2010 and should include one service or celebratory component on Global Youth Service Day, April 23-25, an annual campaign that mobilizes young people around the world to make a positive impact in their communities.