



**Corporate Social Responsibility**

# **FACT SHEET**

**#DisneyPlusDay**



# CSR FACT SHEET

November 12, 2021

## Overview

In celebration of Disney+ Day, The Walt Disney Company will build on its commitment to children's hospitals by expanding access to Disney+ to help ease the fear and anxiety of a hospital visit into over 30 countries worldwide beginning in 2022.

In 2018, The Walt Disney Company built on its longstanding support of children's hospitals and places of care, committing \$100M to reimagine the patient journey. For more information, visit <https://thewaltdisneycompany.com/childrens-hospitals-wish-granting/>

## TWDC's Commitment to Reimagining the Patient Journey In Children's Hospitals

Disney's work with children's hospitals is designed to ease the fear and anxiety of a hospital stay by creating immersive experiences and personal moments that deliver comfort and inspiration.

As part of our commitment, The Walt Disney Company has:

- Supported more than 750 hospitals worldwide
- Worked with Starlight Children's Foundation in the US by providing Disney-themed Starlight Gowns, and toys, books, games, and DVDs.
- Transformed leading children's hospital spaces with installations and technology that bring our characters and stories to life.
- Provided children's-hospital-specific Disney Institute training to 11,000 hospital staff in the US and Singapore.
- Screened new theatrical movie releases in over 100 children's hospitals in the U.S. and Europe.
- Created Moments that Matter in hospitals and places of care for patients and their families across Europe, through tailor-made activities with health care professionals to reduce fear and anxiety.

*Continued next page.*



# CSR FACT SHEET

November 12, 2021

## Disney+ Day Update: Commitment to Access

- Disney+ began a pilot program to expand complimentary subscriptions to 99 pediatric facilities across the U.S. in December 2020.
- A recent survey confirmed that 98% of respondents in pilot hospitals stated Disney+ was a valuable tool for staff. Respondents also reported that the service provided a positive impact by offering a sense of normalcy and eased stress during specific moments of a hospital stay.
- With this in mind we are being very targeted in our approach to expansion—providing to child life specialists or other dedicated hospital staff to use in patient areas and on individual hospital-owned devices.
- Starlight Children’s Foundation will support distribution of the platform to partner hospitals in the U.S.
- Globally, The Walt Disney Company is working with targeted children’s hospital partners to understand their needs as well in countries including the UK, Singapore, Japan, Australia, New Zealand and more.

**Interview Requests:** Child-life specialist available for additional background

**Media Contacts:** Laura Cirigliano                      Heather Hust Rivera  
Laura.A.Cirigliano@disney.com              Heather.Hust.Rivera@disney.com