At The Walt Disney Company, we believe that inspiring healthier lifestyles today will create a brighter tomorrow. Creating healthier generations does not happen overnight. While we are encouraged by the progress we have made, we are committed to doing even more. Here is what The Walt Disney Company has accomplished since the inception of the Nutrition Guidelines.

- **2000’s**
  - Consumer research showed parents wanted help with their families’ nutrition.
  - The Walt Disney Company became the first media company to launch nutrition guidelines.

- **2006**
  - The first healthier default kids’ meal is launched.

- **2007**
  - Nutrition Guidelines went global, being grounded in science but reflecting local customs and food supplies.

- **2008**
  - First public corporate citizenship report (reported on Nutrition Guideline goals).

- **2009**
  - Trans fats removed in all Disney-related food portfolios.

- **2010**
  - Local “TRYathlon” events engaged kids to try healthy new things.

- **2011**
  - TRYathlon road tour reached 500,000 people.
  - 50% of kids’ meals in Parks and Resorts feature Mickey Check.

- **2012**
  - In the U.S., The Walt Disney Company launched food advertising standards, updated Nutrition Guidelines, and introduced Mickey Check.

- **2013**
  - Philanthropic focus on nutritious foods and physical activity.

- **2014**
  - TRYathlon road tour reached 500,000 people.
  - Over 4 billion licensed servings of fruits and vegetables sold in U.S. stores.

- **2015**
  - All kid-targeted products promoted, sponsored, or advertised with Disney will meet updated Nutrition Guidelines.

- **BEYOND**
  - 5 million people engaged locally, annually.

**WAY FORWARD**

The Magic of Healthy Living Initiative continues to evolve, focusing on creating a brighter tomorrow for all.