



Disney | Conservation Report

“I have learned from the animal world, and what everyone will learn who studies it is a renewed sense of kinship with the Earth and all its inhabitants.”

– Walt Disney



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- More than 30 million conservation messages have been delivered to Guests at the *Walt Disney World* Resort

# A Commitment to Conserving for the Future

At Disney, conservation and the environment are a rich part of our history and a key focus of our present and future. From Disney's True Life Adventure series of films in the 1950s, to the cutting-edge research and conservation efforts conducted at *Disney's Animal Kingdom*® Theme Park today, respect for our planet and the creatures who share it with us has always been a part of what makes Disney, *Disney*.

The *Disney Conservation Report* provides an overview of The Walt Disney Company's conservation work and environmental education and engagement programs. We are pleased to work with so many dedicated individuals and organizations helping to care for the planet.

In the first pages of this report, you will read about how Disney is inspiring conservation. This report highlights examples of our collaborative efforts connecting kids with a wide array of opportunities to get involved with conservation. Disney's Friends for Change: Project Green features Disney's biggest stars—including Miley Cyrus and the Jonas Brothers—and helps kids help the planet through simple actions they can take in their everyday lives.

The next section of this report showcases how Disney is saving habitats through large-scale efforts

to preserve and restore ecosystems, resulting in thousands of acres protected and millions of trees planted. Among these efforts: forest projects in the Amazon, the Congo and the United States that will help safeguard ecosystems and benefit climate.

At the heart of this publication you will discover how the Disney Worldwide Conservation Fund is supporting programs and people making a difference—by providing community and non-governmental organizations with grants that have a significant positive impact on local ecosystems, species and communities. The Fund's efforts include promoting wildlife and habitat conservation, in cooperation with the scientific and academic communities as well as organizations committed to preserving the Earth's biodiversity.

We're proud to report that, among other achievements, this work led to the discovery of two new species: a butterfly in Myanmar and a tree frog in Nicaragua.

The final section provides insight into Disney's Animal Programs, a business staffed by more than 600 scientists, animal care specialists, veterinarians and educators. These professionals passionately deliver excellence in animal care and raise awareness about conservation. They are responsible for the welfare of every animal at the company's

properties, from the gorillas and giraffes at *Disney's Animal Kingdom* Theme Park to the sharks and clown fish at Disney's Typhoon Lagoon Water Park. And they have helped saved the lives of countless creatures around the world, including 250 ill and injured sea turtles that were rehabilitated and then released back to their ocean homes.

We invite you to explore our efforts in the pages that follow. We welcome your comments, and invite you to explore these subjects in more detail in The Walt Disney Company Corporate Responsibility Report, *available at [www.disney.com/crreport](http://www.disney.com/crreport)*.

*It is our great hope that Disney's actions will inspire others to make positive environmental commitments, ensuring the health of our planet for generations to come.*



Tom Staggs

*Chairman,  
Walt Disney Parks and  
Resorts Worldwide*



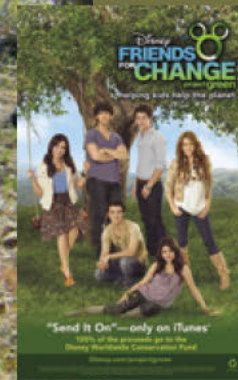
Beth Stevens

*Beth Stevens*  
*Senior Vice President  
Environmental Affairs,  
The Walt Disney Company*

# Inspiring Conservation



*In 2009, Disney launched several major initiatives to protect the planet and inspire all of us to care more for our environment.*



*Protecting the planet for the future*



At The Walt Disney Company, **conservation and environmentalism** are more than just good ideas—they are a big part of the way we do business. In motion pictures and television programming, at our theme parks and in our consumer products, environmental stewardship plays a starring role.



In 2009, Disney announced its strong commitment to minimizing the company's overall impact on the environment—with goals and targets for reducing water use, energy consumption, waste and emissions. Disney encourages environmentally responsible behavior on the part of its Cast Members, Guests and business associates around the world. And the company's conservation efforts include a variety of inspirational programs for children, across a broad range of media platforms.

Disney also recognizes that healthy ecosystems are critical to nurturing the planet for future generations.

And we are developing an ecosystem management strategy that is designed to deliver a net-positive impact via habitat restoration and design and engineering solutions. Disney is committed to effectively planning and managing conservation lands to preserve native plant and animal species, and to integrating natural resource conservation into its business.

The collection of stories that follow illustrates the broad scope of our efforts in the areas of conservation and environmental stewardship. We hope you will enjoy reading it.



“... People all over the world are teaming up ... to save endangered frogs, salamanders, and other amphibians. Many of these species are facing extinction because of pollution, loss of habitat, changes in our climate and disease.”

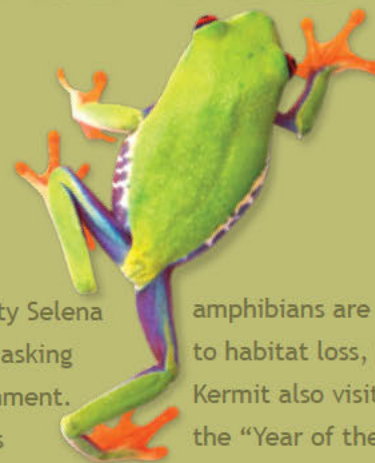
–Kermit the Frog

## Kermit Asks Kids to Care About Frogs



Kermit the Frog starred with teen celebrity Selena Gomez in a public service announcement asking everyone to protect frogs and the environment. The spot aired on Disney Channel and was distributed nationwide by the Association of Zoos and Aquariums to create awareness of the amphibian crisis. Scientists estimate that up to one-third of all

2008 | YEAR OF THE  
**FROG**



amphibians are threatened by extinction due to habitat loss, pollution and invasive species. Kermit also visited Capitol Hill to commemorate the “Year of the Frog” and Disney’s \$250,000 contribution to the Association of Zoos and Aquariums to address the declining population of amphibians across the globe.



# INSPIRING CONSERVATION

*Reaching out to the next generation*

## Disney's Friends for Change: Project Green



Disney's Friends for Change: Project Green, launched in May 2009, is a cross-media movement on Disney Channel, Radio Disney and Disney.com featuring Disney's biggest stars, including Miley Cyrus and the Jonas Brothers. Friends for Change helps kids help the planet through simple actions they can take in their everyday lives, and they also get the opportunity to help Disney decide how to distribute more than \$1 million to environmental projects around the world—projects including helping protect arctic polar bears and other

wildlife from the effects of climate change, and introducing fuel-efficient stoves to communities in Rwanda to protect local habitats. In less than one year, since the program's launch, kids have already taken nearly 1 million pledges, which stand to prevent more than 70,000 tons of carbon emissions per year and save nearly 122 million gallons of water per month. In addition, more than \$500,000 in proceeds from "Send It On," a Friends for Change anthem performed by the campaign's top talent, has been donated to critical conservation projects.





## Providing Inspiration for Conservation in the Classroom

Launched in September 2009, Disney's Planet Challenge ([www.disney.com/planetchallenge](http://www.disney.com/planetchallenge)) is a national environmental learning competition for 4th to 6th graders that builds on 15 years of similar initiatives by Disney in California and Florida. Classrooms are challenged to create and implement their own projects to help the environment at their schools and in their communities, and the winners receive a range of Disney prizes. Disney's Planet Challenge offers teachers a free, educationally sound environmental science curriculum, including lesson plans customized to the requirements of every state. The program is the result of collaboration with the National Science Teachers Association and the WestEd K12 Alliance, the EPA and other government and environmental organizations. To find out more about Disney's Planet Challenge, visit [www.disney.com/planetchallenge](http://www.disney.com/planetchallenge).



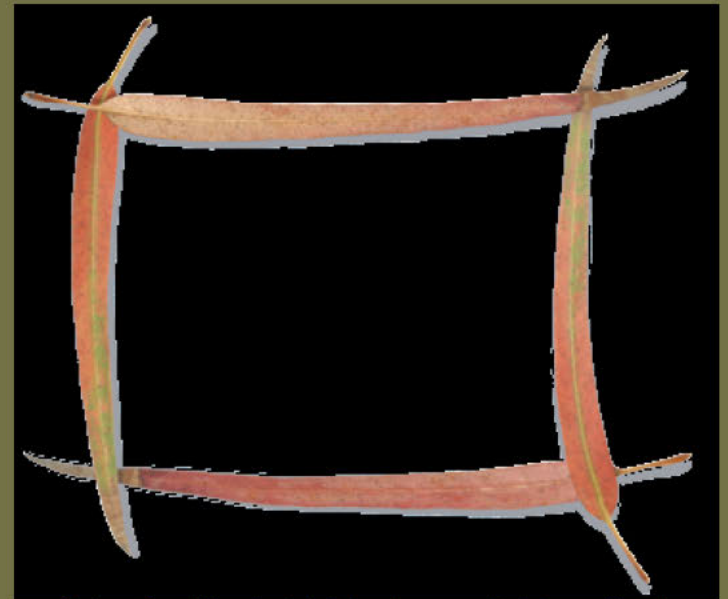




## Jane Goodall's Global Youth Summit

One hundred youth from six continents and 28 countries visited *Walt Disney World*® Resort to take part in Jane Goodall's Global Youth Summit and help celebrate *Disney's Animal Kingdom*® Theme Park's 10-year anniversary on April 22, 2008. This unique event mobilized the young leaders to address some of the critical issues facing the planet. Attendees were selected by the Jane Goodall Institute and nominating organizations for their strong history of community service and demonstrated leadership qualities.

Over the course of the Summit, the young people enjoyed dialogue with a dynamic panel of experts, shared cross-cultural ideas, strengthened their leadership skills and created media messages. They also identified key issues and developed self-led workshops and discussions to tackle the topics that concerned them including species conservation and conflict resolution. The attendees returned home to their communities with a renewed commitment to making positive change happen and armed with the knowledge that – together – they can make the world a better place.



*Dr. Jane Goodall, primatologist and conservationist, was joined by Erin Wallace, senior vice president, Walt Disney Parks and Resorts, to celebrate the Summit, the park's anniversary and the unveiling of the new logo for the Disney Worldwide Conservation Fund.*

# Saving Habitats



The Nature Conservancy  
Protecting nature. Preserving life.™



"Planting three million trees - and counting"



**EARTH**, the first film to premiere in North America under the new DisneyNature label, garnered a record-breaking opening weekend for a nature documentary when it debuted on Earth Day, **2009**. But the real impact of the film will last for generations, because a tree is being planted in Brazil's Atlantic Forest for each person who saw the movie during opening week. That's 2.7 million trees! The restoration effort is part of the **Plant A Billion Trees initiative** ([www.plantabillion.org](http://www.plantabillion.org)) that will allow hundreds of plants and animals to recolonize their former habitats as well as

protect vital watersheds. A similar contribution from the DVD and BluRay release of *EARTH* is helping to add even more trees to one of the planet's most endangered and ecologically significant rainforests. And the Disney Store helped to push the number to **3 million trees** by offering eco-friendly reusable tote bags during Earth Month. This cross-company effort, in collaboration with The Nature Conservancy, will help employ local people and restore a habitat that is home to an estimated **2,180 species** of mammals, amphibians and reptiles.





“The rate of depletion of our planet’s forests is staggering and it’s important that we focus significant resources on their protection. We are working globally with leading conservation organizations to positively impact ecosystems, endangered wildlife and quality of life on the planet.”

– Beth Stevens, senior vice president, Environmental Affairs, The Walt Disney Company

## Protecting Ecosystems and Saving Forests

In November 2009, The Walt Disney Company announced a \$7 million investment in forest projects in the Amazon, the Congo and the United States that will help safeguard ecosystems, benefit climate and improve the quality of life on the planet. The investment is being made in partnership with Conservation International, The Nature Conservancy and The Conservation Fund, leading non-governmental organizations that, like Disney, put great emphasis on science and technical excellence. Each year, 50,000

square miles of forest disappear around the world, equal to the size of Pennsylvania. The burning and clearing of tropical forests is responsible for nearly 20 percent of the world’s greenhouse gas pollution—or more than all the world’s cars, trucks, planes, trains and ships combined. Forest protection is one of the most effective ways to combat climate change, improve the livelihood of local communities and protect threatened wildlife. In partnership with Conservation International, Disney is providing \$4 million to the Tayna and

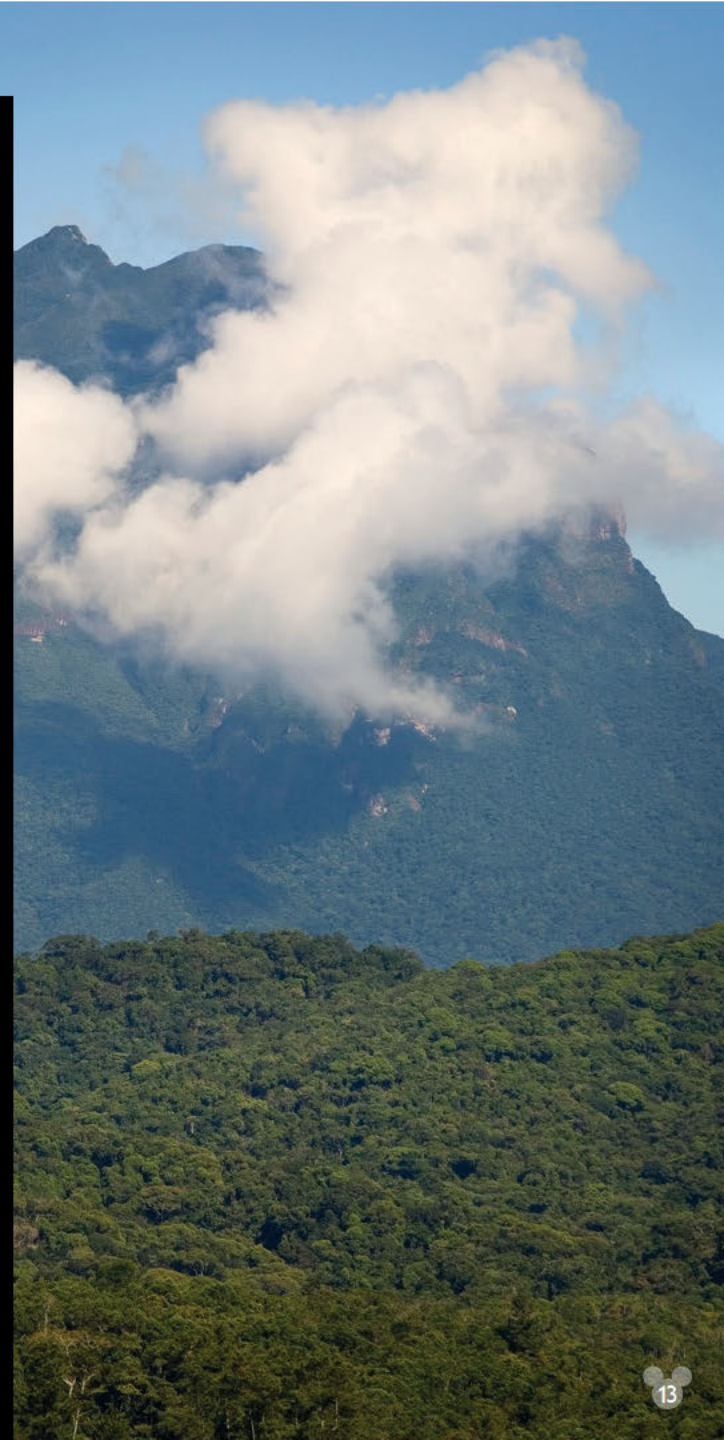
Kisimba-Ikobo Community Reserves in eastern Democratic Republic of Congo (the Congo Basin) and the Alto Mayo conservation project in Peru (the Amazon). The protection of these forests will not only reduce carbon emissions but secure vital watersheds and habitat for a wide variety of plants and animals, many of them threatened or endangered. These include the gorilla and okapi in the Congo, and the Andean spectacled bear and yellow-tailed woolly monkey in Peru. Disney funds will support local communities

in their efforts to manage the forest within the project areas – which in turn provides a source of income to local villagers and improves their livelihoods. These efforts will decrease carbon emissions by helping to reduce logging and slash-and-burn agriculture. The funds will also be used to complete project design, conduct forest carbon analysis studies and finance the verification of emissions avoided through these projects.

In partnership with The Nature Conservancy, Disney is also providing more than \$2 million to support the development of an innovative reforestation project in the Lower Mississippi Valley. The Nature Conservancy will work with private landowners in Mississippi, Louisiana and Arkansas to plant trees and restore up to 2,000 acres of former forest land. Restoring these native hardwood forests not only will provide carbon benefits but will expand the local habitat of migrating songbirds and the black bear. In addition to paying for tree-planting, the funds will be used to purchase easements on the lands to ensure the forests are permanently protected. Disney also will invest \$1 million in The Conservation Fund's sustainable forestry work along California's North Coast.



The Conservation Fund owns and sustainably manages two redwood forests in Mendocino County, and its efforts have demonstrated that improved forest management – supported by selective harvests and verified carbon offset sales – can benefit both the economy and the environment. Over the past five years, the Fund's work has bolstered the local economy and helped start to revive watersheds that are home to Coho salmon steelhead trout, spotted owl and other wildlife. Healthy forests provide food, shelter and income to millions of people around the world, and they are key to the planet's survival, which is why support for these reforestation, forest management and avoided-deforestation projects will continue to remain a vital component in Disney's companywide environmental efforts.





## The Nature Conservancy's Disney Wilderness Preserve

Just south of Orlando, 20 miles from the Disney theme parks, is an ecological sanctuary resembling the original landscape more than 100 years ago. The Nature Conservancy's Disney Wilderness Preserve is a lasting testament to Disney's commitment to develop responsibly. Surrounded by swamp systems and lakes, and part of the Florida Everglades Watershed, the preserve harbors more than 300 wildlife species, 16 of them listed for special protection.

The company purchased 8,500 acres in this once-remote area of Osceola County to allow the build-out of the *Walt Disney World*® Resort and created a model partnership between government, nonprofit agencies and business. Working with Florida water management districts and groups like Audubon of Florida and The Nature Conservancy, the preserve is a living laboratory for land restoration. As other companies have followed the model, the preserve has grown to around 12,000 acres since 1992, with a focus on



involving the community in the restoration process through education, volunteer programs and activities. A sustainable “green building,” the Conservation Learning Center presents exhibits and hosts workshops that illustrate what is being done — and what can be done — to restore the environment. In 2008 the DWCF provided funding to The Nature Conservancy to aid its efforts to reintroduce the federally endangered red-cockaded woodpecker, which had not been seen in the area since the 1970s. This program was made possible because of the successful restoration of pineland landscapes in the region. The funds were used to both monitor birds released in 2007 and to translocate 10 more birds to the site in 2008. Since then, 15 of the translocated birds remain at the preserve, and three new red-cockaded woodpecker chicks have been banded.

# Disney Worldwide Conservation Fund



*Supporting programs and  
people making a difference*



**Recognizing that ecosystems** are the basis of the planet's health, the Disney Worldwide Conservation Fund (DWCF) provides financial support for the study of wildlife, the protection of habitats, land management plans, and community conservation and education. The goal is to support conservation organizations focused on long-term positive impacts for wildlife and habitats.

As of 2009, the Fund had awarded **more than \$14 million** to conservation programs in more than **100 countries**.




### Key Accomplishments

**650,000** people in mostly remote areas of the world have had the opportunity to learn about the importance of wildlife and habitats, and how to conserve them.

**315,000** acres of land have been preserved for the future.

**250** species of animals and plants have been studied, and the information is now being used to better protect them.

**2** new species have been discovered – a butterfly in Myanmar and a tree frog in Nicaragua.



“We are sincerely grateful for your (DWCF) deep commitment to enhancing the efforts of conservationists worldwide. Your unwavering support enables them to be successful in their work in the field and ensures a place in the future for the species we treasure.” –Charles Knowles, *executive director, Wildlife Conservation Network*



## Annual Grants

The Disney Worldwide Conservation Fund gives grants through U.S. nonprofit organizations to work locally and globally with others to positively impact wildlife, ecosystems and the communities that are so closely linked to their survival.



### Every dollar makes a difference

What can a dollar help buy?

**\$1** Ten grow bags for seedlings

**\$25** Three days at a conservation camp for a child in Zimbabwe

**\$50** Ten identification bands for roseate spoonbills

**\$100** A tool kit to help teach students of all ages about sharks



[www.disney.com/conservation](http://www.disney.com/conservation)





# Disney Worldwide Conservation Fund Conservation Projects

*Creating change for a positive impact on ecosystems*

One hundred percent of every dollar donated – more than \$1 million per year when combined with Disney’s contribution – is directed to nonprofit organizations worldwide. These recipients are working on comprehensive conservation programs that involve field research, community education and engagement, and relationships with decision makers to ensure that their work and DWCF funds will have long-term impact.

Disney Guests support the fund in a variety of ways, from adding a dollar or more to their purchases of food or gifts at *Disney’s Animal Kingdom*® Theme Park, to participating in special animal experiences at Disney’s Animal Kingdom Lodge and *Disney Cruise Line*, to purchasing reusable shopping bags at *Walt Disney World*® or *Disneyland*® Resorts. We thank all those Guests who are contributing alongside Disney to advance the conservation of wildlife and wild places.

## Disney Worldwide Conservation Fund Contribution Breakdown



# Annual Grants

Disney Worldwide Conservation Fund applicants go through a rigorous review process and are selected annually based on their level of community education and engagement, the types of research and field studies they conduct, and the opinion of decision makers to ensure the funds will make the greatest positive impact for wildlife. *Following are a few of the more than 800 Disney Worldwide Conservation Fund beneficiaries.*



# Australasia

The discovery of a cave in the Philippines containing approximately 1.8 million Geoffroy's rousette fruit bats led Bat Conservation International to launch a new conservation program in the region. With Disney Worldwide Conservation Fund support, Bat Conservation International is now working with various Philippine partners to drive bat research, education and conservation, and preserve habitats, in an effort to protect these threatened and misunderstood animals.

# Africa



Save the Elephants has been committed for more than 15 years to securing a future for these majestic animals. Headquartered in a camp in the Samburu National Reserve, the group works on programs aimed at pachyderm research and protection, as well as grass-roots community education and conservation initiatives. One of the group's discoveries: elephants don't like bees! The DWCF has been funding an innovative strategy for using beehives as a deterrent to crop-raiding by elephants. The effort will help minimize human-wildlife conflict and elephant deaths, and provide local communities with a new source of income through honey production.

mantella frog, has been the focus of an ongoing comprehensive conservation effort led by the University of Aberdeen in the United Kingdom. With DWCF support, the university has been able to provisionally protect a key forest habitat for this amphibian — the first protected area established in Madagascar specifically for a frog. The project team is now focused on engaging communities to help conserve this species through frog festivals at local schools, educational tool kits for teachers, and collaborations with the local population to reduce forest disturbance and control frog collection for the pet trade.



About 70 percent of all species found in Madagascar exist nowhere else on the planet. One such species, the critically endangered golden



©Merlin D. Tuttle, BCI





The International Snow Leopard Trust studies the endangered and elusive snow leopards across the 12 countries where they live. DWCF funding has helped the Trust minimize the human threat to these animals by establishing community enterprise programs in India, Mongolia and Pakistan and by compensating locals who have lost livestock to the leopards.

## Central/South America



One of the most abundant – and most threatened – areas of biodiversity on the planet, the Atlantic Forest, which stretches from Brazil to Argentina, is home to the golden lion tamarin. Since 1992, the Golden Lion Tamarin Association has been working in Brazil to preserve the biodiversity of the Atlantic Forest. The Disney Worldwide Conservation Fund has helped enable the Association to study 60 percent of the wild population and develop environmental education materials for teachers.



On the coast of Patagonia in Argentina, at the Punta Tombo wildlife reserve, the University of Washington is participating in one of the longest continuing studies of a penguin colony in the world. The DWCF has provided the University with satellite telemetry equipment to track Magellanic penguins and map the ocean regions important to the birds. These maps are used to outline marine zones to be avoided by ships in order to protect the penguins. The research team is also examining how different threats, including climate variations, affect the movement of the species.





➤ Often referred to as the “rainforests of the oceans,” coral reefs provide a habitat for an abundance of marine life, serving as nurseries for many different species. In the Florida Keys, coral reefs have been declining, with two coral species that were once abundant now listed as threatened: elkhorn and staghorn coral. The Coral Restoration Foundation has been working to develop a nursery for these species, and using DWCF funding has transplanted these cultivated corals onto damaged or degraded reefs. The foundation has also developed hands-on education and outreach partnerships, enabling school groups, dive shops, volunteer divers and others to join in the effort to help conserve Florida’s coral reefs.



## Marine

➤ Off the coast of Kenya, sea turtles are facing many threats to their survival – including poaching, habitat destruction and entanglement in fishing gear. Fauna and Flora International is working with the Local Ocean Trust to implement a long-term program to engage Kenyan communities around the sustainable use of marine resources and to deepen their appreciation for sea turtles and coastal ecosystems. DWCF support has helped return injured turtles to the sea, to involve former fisherman in sustainable eco-tourism initiatives, and to provide local children the opportunity to celebrate sea turtles through beach cleanups, educational activities and art.





## North America



Each year a new group of hand-reared whooping cranes makes its first migration south from Wisconsin to Florida. The rare birds are led by ultralight aircraft flown by the pilots of the Operation Migration team.

Threats such as habitat loss and unregulated hunting brought the whooping crane population to an alarming low of only 15 birds in the early 1940s. The Disney Worldwide Conservation Fund has supported this program every year since its

inception in 2000 to help grow the migratory population of these cranes and to develop and refine this innovative model, which might help other species.



Roughly 125 miles south of the U.S.-Mexico border, the Northern Jaguar Project (NJP) is working to protect the world's northernmost breeding population of jaguars. Faced with threats including habitat loss and hunting or trapping by ranch

owners protecting their cattle, the jaguar can only be found in less than half of its former range in Mexico. With DWCF funding, NJP has developed an innovative strategy to shift local attitudes toward the species and other large carnivores. The group is also using motion-triggered cameras to study the species, as well as to reward ranchers by paying them for "photo captures" of jaguars, mountain lions, bobcats and ocelots found on their land.



“Disney has been essential to our ability to respond effectively to a wide range of disasters – from the Asian tsunami, the earthquake in China and the bushfires in Australia to the U.S. during Hurricane Katrina. Disney funding has enabled IFAW to keep our team on the ground longer to help with rebuilding in the aftermath of these damaging and destructive disasters.”

– Ashley Baker, *director of foundation and government relations, International Fund for Animal Welfare*

## Rapid Response Fund

In addition to annual grants, the DWCF Rapid Response Fund provides urgent conservation support to meet the many challenges our planet is facing. Each year, the Disney Worldwide Conservation Fund earmarks dollars to help animals and people in times of environmental crisis. Over the past four years, the Fund has supported more than 100 relief efforts.

## International Fund for Animal Welfare

In early 2009, following record-breaking heat, the state of Victoria in Australia suffered hundreds of bushfires that caused massive destruction.

The International Fund for Animal Welfare, in partnership with Help for Wildlife, deployed a response team to aid in the rescue of thousands of animals, both wild and domestic, impacted by the fires. DWCF funding helped ensure that numerous animals, including koalas and wallabies, received the veterinary care they needed to be rehabilitated and released back into the wild.







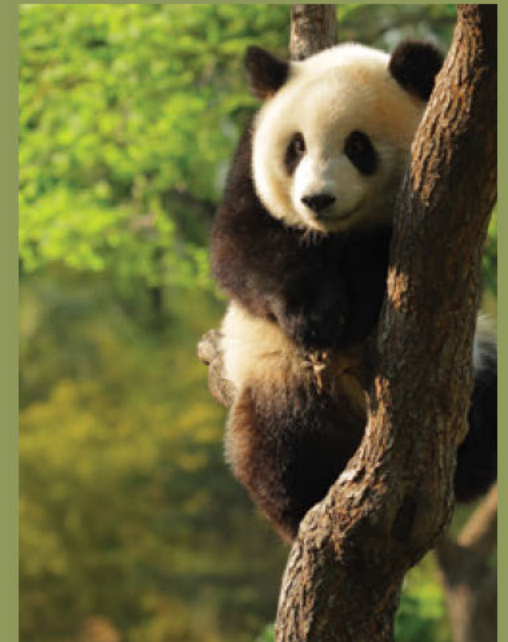
*Disney Worldwide Conservation Fund*  
**Rapid Response  
Fund**

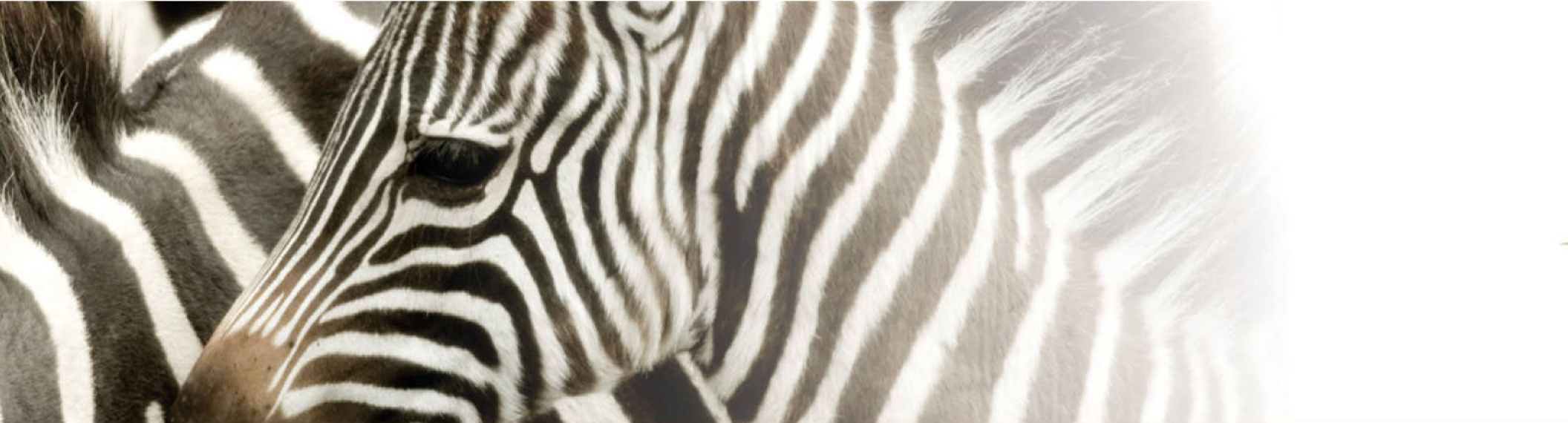
*Helping animals and the planet in times of crisis*



### Chengdu Giant Panda Breeding Research Foundation

Located near the epicenter of a devastating 7.9-magnitude earthquake, the Chengdu Giant Panda Breeding Research Foundation in China was faced with the destruction of its facilities and severe losses in both human life and livelihoods in local communities. With funding from DWCF and many other partners, the Chengdu Foundation helped address the immediate basic recovery needs of its staff and the community. The funding has also ensured the care and relocation of the iconic pandas, as the foundation rebuilds infrastructure in the reserve.





## Every individual makes a difference...

The Disney Worldwide Conservation Fund recognizes that the success of conservation initiatives relies heavily on the local community to engage everyone. Conservation Heroes perform exceptional service to their communities and work tirelessly to save wildlife, protect habitats and educate the local population. Each year, we recognize these Conservation Heroes from around the world. On the following pages, we share some of these heartwarming stories.

*In commemoration of the anniversary of Disney's Animal Kingdom® Theme Park and in the celebration of the milestone of ten million dollars contributed to conservation through the DWCF, The Walt Disney Company's Bob Iger (left) honored primatologist and conservationist Dr. Jane Goodall; actress and conservationist Isabella Rossellini; Nobel Peace Prize winner Wangari Maathai; African elephant researcher Dr. Iain Douglas-Hamilton; and John Cleese, actor and animal advocate.*





*Disney Worldwide Conservation Fund*  
**Conservation  
Heroes**  
*Celebrating conservation action*

Conservation Heroes can be nominated by any nonprofit organization that has received DWCF support. A cash award is shared between the nominating group and the individual recognized for his or her conservation commitment. DWCF 2009 Conservation Heroes include: Houssein Rayaleh, BirdLife International; Salim Khamis Haji, Fauna and Flora International; Sam Han, Fauna and Flora International; Rikapo Lentiwoo, Grevy's Zebra Trust; Jackson Kamwi, International Rhino Foundation; Artati "Tati" Nengah, Save Our Leatherbacks Operation; Diego Ezrre Romero, Northern Jaguar Project; and Willie Tucker, Pan African Sanctuaries Alliance. The stories that follow demonstrate the often heroic efforts of these special people to save threatened and endangered species...

### Rikapo Lentiwoo Grevy's Zebra Trust

Rikapo Lentiwoo helped save a remaining population of fewer than 1,000 Grevy's zebra after Kenya suffered a severe anthrax outbreak in 2006. Rikapo logged hundreds of kilometers by motorbike to locate the carcasses, collect samples for analysis, coordinate mortality reports and dispose of the carcasses to avoid spread of the disease. He also located live animals to ensure that the Kenya Wildlife Service vets who were administering the anthrax vaccine were able to target the entire population in the vicinity.





## Sam Han Fauna and Flora International

Sam Han, Fauna and Flora International, worked with other members of the organization and the Cambodian Forestry Administration to save the remaining population of 250 critically endangered Siamese crocodiles. Han travels throughout the country conducting biological surveys, investigating reports of crocodile sightings, and educating the general public about the reptiles and their habitats. He leads field expeditions to some of the most remote places in the country, involving dangerous treks through the Cardamom Mountains to collect more data on the crocodiles and other species.

## Willie Tucker Pan African Sanctuaries Alliance

Willie Tucker began his career in chimpanzee conservation when he was appointed by the Sierra Leone government in 1995 to lead the creation of the Tacugama Chimpanzee Sanctuary. During the nine-year civil war that ravaged the area in the 1990s, Willie visited the sanctuary each day to ensure the chimpanzees were properly cared for and fed. In 2006, when 31 chimpanzees escaped the facility, Willie seized control of the situation, reassured a panicked community and within hours recaptured the animals.





## Jackson Kamwi International Rhino Foundation

Jackson Kamwi has worked to protect rare black rhino for two decades, sometimes working around the clock in often strenuous field operations. Jackson has helped capture and relocate nearly 1,000 rhino to safer habitats.

With no formal training in wildlife management and limited school education, Jackson developed specialized skills to work in the field, including driving transport vehicles, flying helicopters and tracking rhino with radio telemetry.

Though Jackson has suffered from rhino-inflicted injuries, he continues to participate in rescuing escaped or injured rhino that need immediate assistance.



Hero Update from 2007:

## Jealous Mpfu Painted Dog Conservation

The DWCF recognized Jealous Mpfu as a DWCF Conservation Hero for his incredible dedication, commitment and hard work for Painted Dog Conservation. Jealous joined Painted Dog Conservation as a tracker studying these rare carnivores in Hwange National Park in Zimbabwe. That led him to a significant position keeping track of the five packs of painted dogs across 1,100 square miles of the park. Jealous decided that he wanted to put his monetary award from DWCF toward something that would not only

benefit him but also his community so they would connect conservation with a positive change for the entire village. After much thought, Jealous decided to purchase a grinding mill so he and his neighbors would no longer have to make the nearly nine-mile trek to grind their grain for daily meals. Jealous used his DWCF award – along with a generous donation from friends of Painted Dog Conservation – to purchase the mill and move it to a renovated building equipped with electricity. A local artist is painting the building with images that will include African painted dogs, so that members of the community will always see the connection to conservation.

# Disney's Animal Programs



*Conservation and action  
dedicated to animals and people*

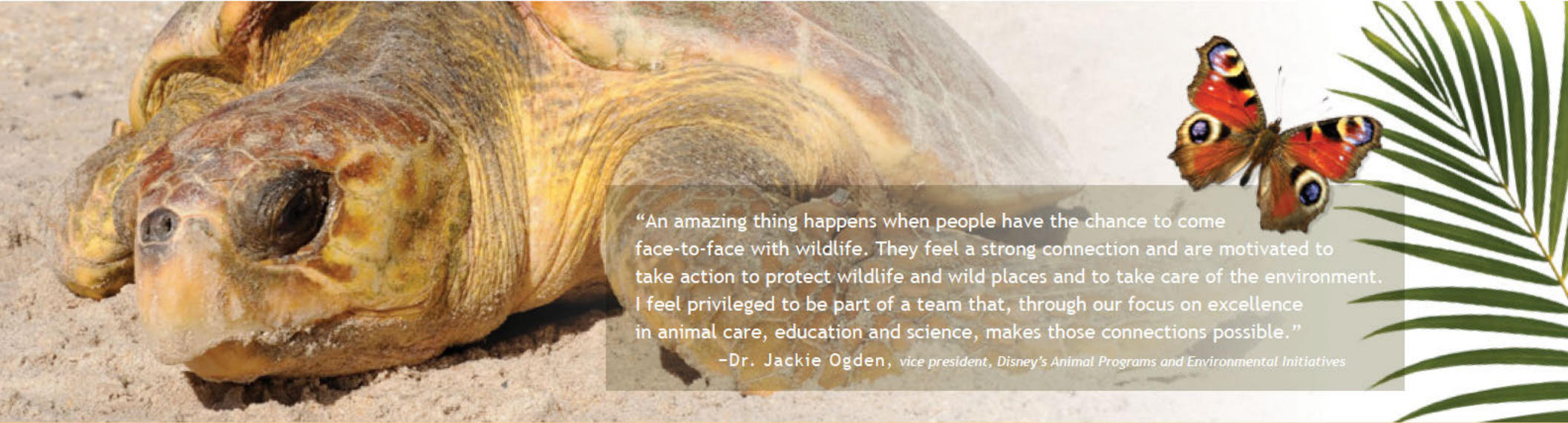
Disney is committed to delivering uncompromising excellence in animal care and inspiring others to conservation action and awareness.

The staff of Disney's Animal Programs cares for every animal at the company's properties, from the giraffes at *Disney's Animal Kingdom*® Theme Park and Disney's Animal Kingdom Lodge, to the sharks and fish at *Typhoon Lagoon*® Water Park, *The Seas with Nemo & Friends*® attraction and *The Land* pavilion at *Epcot*® Theme Park, to the horses that appear in parades and weddings at Disney parks. By offering tours and education programs, participating in cooperative breeding programs with other zoological facilities and supporting staff discoveries in the field, the Animal Programs team provides not only a magical experience for our Guests, but also makes a difference for conservation around the world.

You can make a difference too.

### Disney's Seven Guidelines to Wildlife Conservation Action:

- 1 Seek out information about conservation issues
- 2 Spread the word to others about the value of wildlife
- 3 Look for and purchase products that are friendly to the environment
- 4 Create habitats for wildlife in your backyard
- 5 Reduce, reuse, recycle and replenish
- 6 Choose your pets wisely
- 7 Support conservation organizations through contributions and volunteerism



“An amazing thing happens when people have the chance to come face-to-face with wildlife. They feel a strong connection and are motivated to take action to protect wildlife and wild places and to take care of the environment. I feel privileged to be part of a team that, through our focus on excellence in animal care, education and science, makes those connections possible.”  
—Dr. Jackie Ogden, vice president, Disney’s Animal Programs and Environmental Initiatives

Disney’s Animal Programs is comprised of more than 600 Cast Members who support every facet of the care and welfare of the animals at Walt Disney Parks and Resorts.





# Cast Conservation Outreach

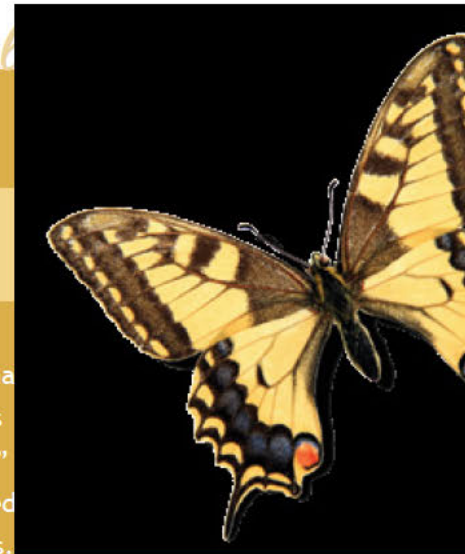
*Working around the world*

## Disney Conservationists Making An Impact



Disney's Animal Programs conservation and veterinary professionals take passion and commitment for conservation beyond the parks through Cast Conservation Programs. Supporting field or "in situ" conservation is an integral part of their commitment as an accredited zoological facility through the Association of Zoos and Aquariums.

The company supports Cast Members in developing and participating in local, national and international field conservation programs to study and protect wildlife around the globe. Whether monitoring butterfly species at *Walt Disney World*® Resort or helping to breed and reintroduce an endangered species, or through any of the examples you read here, these Cast Members are out in the field making a difference for the planet.





## Monitoring Sea Turtles

Disney has long supported sea turtle conservation through scientific research, rehabilitation, release and education programs. Disney Cast Members continue that legacy by monitoring sea turtle activities along the beach near Disney's Vero Beach Resort in Florida. The research team surveys the beach every day during the summer, recording all new sea turtle nests, marking them and

rechecking marked nests to determine how many hatchlings finally emerge. In the process, the team educates beachgoers and Guests about the sea turtles' nesting habits and even helps coordinate beach cleanup activities. The team is also looking to better understand the effect of beach and dune "renourishment" (sand replenishing) projects on sea turtle nesting.

## Conserving Cotton-Top Tamarins

Proyecto Titi is a multidisciplinary field conservation program in Colombia designed to help sustain the only wild population of the cotton-top tamarin monkey. In addition to raising awareness about habitat loss that threatens this critically endangered species, Disney-supported conservation biologists are combining field research, education initiatives and community-empowerment programs to make the conservation of natural resources economically feasible for local communities in Colombia. Through a special community grant to the organization, the Disney Worldwide Conservation Fund provided dollars to help the community build a conservation center for local women to create and sell their handicrafts, including popular *eco-mochilas* (totes) crocheted from discarded plastic bags. This economic incentive in turn encourages communities to save cotton-top tamarins and their forest homes.





## Reintroducing Key Largo Woodrats

*Disney's Animal Kingdom*® Theme Park has been collaborating with the U.S. Fish and Wildlife Service to develop and implement a recovery plan for the highly endangered Key Largo woodrat. As part of this effort, Disney staff is caring for and breeding Key Largo woodrats at *Disney's Animal Kingdom* Theme Park, with the goal of reintroducing the species into the wild to enhance the population, which has been decimated by introduced predators and habitat loss. So far, the team has successfully reared 30 Key Largo woodrats.





## Rehabilitating and Reintroducing Gorillas

Disney is working with Dian Fossey Gorilla Fund International to build the first center in eastern Africa designed to rescue, rehabilitate and reintroduce orphaned gorillas back into the wild. GRACE (The Gorilla Rehabilitation and Conservation Education Center), in Democratic Republic of Congo, will also include a conservation education and public information program, and will work in partnership with local conservationists and authorities. The center will house up to 30 eastern lowland (Grauer's) and mountain gorillas, and will be located

within a 1,235-acre forested area near the Tayna Nature Reserve, in Kasugho, North Kivu. Experts from Disney's Animal Programs are providing in-kind services to assist with development and construction of the center, as well as helping to relocate the orphaned gorillas and provide educational opportunities for students and the community. In addition, the Disney Worldwide Conservation Fund provided a discretionary award to Dian Fossey Gorilla Fund International to support the operational costs of the facility for the first year.

## Working With Elephant Populations

Elephant population management is one of the most critical conservation issues facing many ecosystems in Africa because of the enormous amount of food elephants eat daily. Our veterinary team at Disney's Animal Programs is busy addressing the challenges, working in South Africa to help reduce pregnancies among elephant populations by providing elephant vasectomies. This procedure will ultimately reduce the need for culling elephants and will enhance efforts to protect the habitats needed for all species.





## Restoring Reefs at Castaway Cay

The program has also focused on promoting community awareness and instilling pride in the value of South Africa's wildlife and wild places. The team has been working with Nkomo School near Kruger National Park – using help from a Disney Worldwide Conservation Fund community grant – to provide a better learning environment including conservation-education training for local teachers, learning resources and school meals for students who cannot afford them.

At Castaway Cay, *Disney Cruise Line's* private island in the Bahamas, a unique conservation program has introduced some “prickly but helpful” new neighbors to the island. The new arrivals are long-spined sea urchins, transplanted by staff from Disney's Animal Programs to support the health of the island's coral reef systems. Sea urchins eat algae that can grow on and “choke” coral reefs and are key to ensuring a healthy balance in threatened coral ecosystems. In partnership with a local non-governmental organization, *Disney Cruise Line* also developed an activity book for school children that teaches about life on the land and in the ocean around the Bahamas.





## Saving species and inspiring action

**ASSOCIATION  
OF ZOOS &  
AQUARIUMS**

*“Our partnership with The Walt Disney Company and with Disney’s Animal Kingdom® Theme Park and The Seas with Nemo & Friends® attraction at Epcot® is a source of great pride for all of us at AZA. We sincerely thank you for your extraordinary leadership in the conservation of wildlife and wild places.”*

*– Jim Maddy, president and CEO,  
Association of Zoos and Aquariums*

Both *The Seas with Nemo & Friends* attraction at Epcot and Disney’s Animal Kingdom Theme Park are accredited by the Association of Zoos and Aquariums (AZA). The AZA accredits only those institutions that have achieved rigorous standards in animal care, education, wildlife conservation and science. The AZA and its more than 200 accredited zoos and aquariums are dedicated to excellent care for animals, inspiring Guests to conservation action and ensuring a better future for all living things.

# Significant Births

Disney's Animal Programs Cast Members are active participants in AZA's managed breeding programs. Disney's Animal Programs participates in 35 "Species Survival Plans" that manage and conserve a select and typically threatened or endangered species population within zoological institutions.

The expertise within Disney's Animal Programs has contributed significantly to the propagation of many important

species including:

Endangered western  
as

Endangered

Elephants, listed  
vulnerable

Endangered Micronesian  
gfisher birds

Endangered Key Largo woodrats



## A reintroduction success story

In June 2009, *Disney's Animal Kingdom*® Theme Park celebrated the first rhino born in Uganda in 27 years. The male calf was the offspring of Nande, a female white rhino born at *Disney's Animal Kingdom* Theme Park. Nande was one of two white rhinos transferred from the theme park to Uganda in 2006 as part of the first-ever reintroduction of white rhino from the United States to Africa. The reintroduction program is intended to help reestablish a rhino population that has been extinct in Uganda as a casualty of civil

unrest in the region. There are an estimated 11,000 white rhino remaining worldwide, with 190 in North American zoos.





## Inspiration One Guest at a Time

The hub of Disney's effort to share conservation with Guests at *Disney's Animal Kingdom*® Theme Park is *Rafiki's Planet Watch*®.

A short steam train ride from *Kilimanjaro Safaris*® Expedition *Rafiki's Planet Watch* is a must-visit.

## Learning More about Animals...

Rafiki's Planet Watch encompasses veterinary laboratories, where Guests can watch the animals get health checks and talk with veterinarians about efforts they are making to conserve habitats and help wildlife in Africa and other areas.

Next door, large glass windows showcase the working labs of the Wildlife Tracking Center, providing Guests an opportunity to watch and talk with scientists studying the sounds, movement and biology of elephants, sea turtles and endangered Key Largo woodrats.

Exhibits include a butterfly nursery and windows into the world of frogs, snails and reptiles.

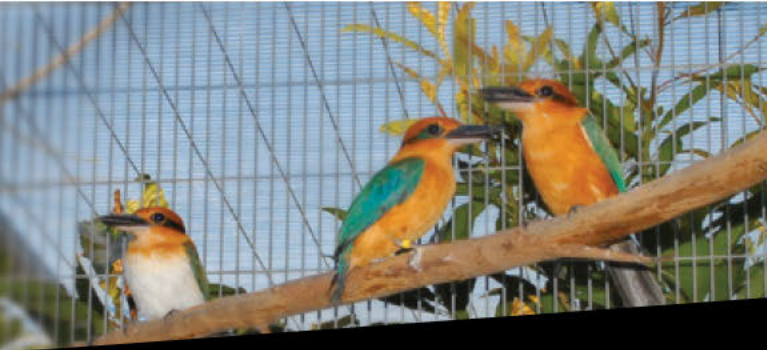
Through these exhibits, conservation begins in our tiniest plants and animals. Disney's Animal Programs education team has been counting each interaction — “conservation conversation” — with Guests. The result: more than 30 million conservation messages delivered, inspiring Guests to care about wildlife and wild places.

Rafiki's Planet Watch also includes The Affection Section, where Guests can touch and make friends with gentle domestic animals like goats, a miniature donkey and sheep. They can also watch live demonstrations featuring unusual animals such

as cheetahs. All ages, young and old can learn about the animals they see and touch, where they're from, how they live and what dangers they face.

Inspiration takes many forms, and Rafiki's Planet Watch is a working conservation center that inspires Guests to have a better understanding of the wildlife around them, while highlighting the myriad careers available to those who want to work with animals. It is a place where Disney's deep commitment to conservation comes to life.





## Tracking Animal Communication

The Wildlife Tracking Center (WTC) at Disney's Animal Kingdom® Theme Park studies animals that cannot be easily seen or heard by combining research with creative opportunities to educate our Guests about the importance of conserving species and their habitats.

WTC team members collaborate with partners to study animal communication among several species. For example, researchers outfit the African elephants with specially designed digital audio recording collars that allow them to detect and analyze a wide variety of vocalizations, many below the range of human hearing. This hi-tech collar system has allowed the researchers to document the vocal repertoire of the African elephant, including the discovery of two previously unreported vocalizations, the “rev” and the “croak.”

## Understanding How Animals Learn

The Animal Research team is responsible for projects that strengthen their ability to effectively manage the animals they care for, conserve species and their habitats, and



educate Guests about the role of science. Disney scientists have led the way in understanding how animals learn.

For instance, gorillas, dolphins, mandrills and ground hornbill birds are very different animals, but they are all really good at processing information. Continuing research indicates that mandrills, the largest species of monkey, are able to complete memory tasks on touch-screen computers. In addition, Disney scientists have discovered that ground hornbills have an ability to remember how to complete a task even after months have passed between trials.





## Disney Cruise Line Young Scientists

In partnership with Disney's Animal Programs, *Disney Cruise Line* created a new activity that provides children the opportunity to explore how researchers use telemetry tracking to promote animal conservation across the globe. The interactive program focuses on the cotton-top tamarin, a critically endangered monkey that lives in the tropical forests of Colombia.

While onboard the ship, children discover the essential role radio tracking plays in protecting cotton-top tamarins by learning how it helps scientists easily identify animal habitats and movements. The children then get to track a toy monkey transmitting signals on Disney's private island, Castaway Cay. Through a fun, hands-on experience the program shares positive conservation messages with children, teaching them the importance of protecting animals in their natural habitats.

## Conservation Education and Inspiration

Disney's Animal Programs teaches much more than just facts and figures. The team focuses on creating experiences that will inspire our Guests to conservation action.

Programs include tours like Wild by Design and Backstage Safari, experiences such as Camp Kidani, educational offerings through the Disney Youth Education Series, and Community Education for young patients at Arnold Palmer and Florida Hospitals in the Central Florida community.

The Animal Programs team strives to communicate a conservation message and actions that people can take to help wildlife and wild places in a variety of settings at *Disney's Animal Kingdom*® Theme Park, including The Kids' Discovery Club sites, which are family-friendly learning areas that encourage young Guests to explore and discover nature's wonders through hands-on experiences.



# Saluting conservation leadership...



## Remembering a Conservation Hero



During the design and development of *Disney's Animal Kingdom*® Theme Park, this distinguished group assisted Disney Imagineers in shaping the park into a place that informs millions about the importance of conservation. Today they continue to provide their perspectives related to Disney's animal care and conservation efforts.

**Disney's Animal Kingdom Advisory Board** current members | Pictured left to right: Russell Mittermeier, Ph.D., *Conservation International*; Ted Beattie, *John G. Shedd Aquarium*; Michael Hutchins, Ph.D., *Wildlife Society*; Ron DeHaven, D.V.M., *American Veterinary Medical Association*; John Lukas, *Gilman International Conservation Foundation and White Oak Conservation Center*; Karen Allen, *Chimp Haven*; Terry L. Maple, Ph.D., *Palm Beach Zoo*; Ray Mendez, *Work as Play*; William Conway, Sc. D., *Wildlife Conservation Society*; and Merlin Tuttle, Ph.D., *Bat Conservation International*. Not pictured: P. Dee Boersma, Ph.D., *Department of Biology at the University of Washington*; and Seema Paul, *India Energy Initiative with Climate Works Foundation*.

“Animals and the natural world are as important to the legacy of The Walt Disney Company as Snow White and Mickey Mouse.”

- Roy E. Disney (1930 - 2009)

## Photos provided by:

Alaska Zoo

[www.alaskazoo.org](http://www.alaskazoo.org)

Bat Conservation International

[www.batcon.org](http://www.batcon.org)

Coral Restoration Foundation

[www.coralrestoration.org](http://www.coralrestoration.org)

Fauna and Flora International

[www.fauna-flora.org](http://www.fauna-flora.org)

Golden Lion Tamarin Association

[www.micoleao.org.br](http://www.micoleao.org.br)

Grevy's Zebra Trust

[www.grevyszebratrust.org](http://www.grevyszebratrust.org)

International Fund for Animal Welfare

[www.ifaw.org](http://www.ifaw.org)

International Rhino Foundation

[www.rhinos-irf.org](http://www.rhinos-irf.org)

International Snow Leopard Trust

[www.snowleopard.org](http://www.snowleopard.org)

Jane Goodall Institute

[www.janegoodall.org](http://www.janegoodall.org)

Lewa Wildlife Conservancy

[www.lewa.org](http://www.lewa.org)

Ninõs y Crias A.C.

[www.ninosycrias.org.mx](http://www.ninosycrias.org.mx)

Northern Jaguar Project

[www.northernjaguarproject.org](http://www.northernjaguarproject.org)

Operation Migration USA

[www.operationmigration.org](http://www.operationmigration.org)

Painted Dog Conservation

[www.painteddog.org](http://www.painteddog.org)

Pan African Sanctuaries Alliance

[pasaprimates.org](http://pasaprimates.org)

Save the Elephants

[www.savetheelephants.org](http://www.savetheelephants.org)

Scott Warren/The Nature Conservancy

[www.nature.org](http://www.nature.org)

University of Aberdeen

[www.abdn.ac.uk](http://www.abdn.ac.uk)

University of Washington

[www.washington.edu](http://www.washington.edu)



*Lewa Wildlife Conservancy, Kenya*



# Disney Conservation Report

To learn more, visit  
[www.disney.com/conservation](http://www.disney.com/conservation)  
and [www.disney.com/crreport](http://www.disney.com/crreport)

The Disney Worldwide Conservation Fund is not a charitable organization, and donations are not deductible as charitable contributions for U.S. tax purposes. Disney Worldwide Conservation Fund, P.O. Box 10000, Lake Buena Vista, Florida 32830

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