



# DISNEY'S USE OF LIVE ANIMALS IN ENTERTAINMENT POLICY

## BACKGROUND

Disney has a rich heritage of including animals in its entertainment experiences. With the opening of Disney's Animal Kingdom Theme Park in 1998, the Company expanded its ability to involve Guests in appreciating the beauty and mystery of animals, while taking appropriate steps to ensure the animals' protection and proper treatment. Therefore, Disney is establishing its Use of Live Animals in Entertainment Policy.

## POLICY

The presentation of live animals in Disney television or film productions, photo shoots, media broadcasts, or special events shall be conducted according to the following core principles:

- Intended animal use must be mindful of the safety of the animal, Guests, Cast Members, and employees and approved through safety and risk management.
- The intended animal use is respectful of the animal.
- Educational and meaningful animal welfare or conservation components should be integrated into the presentation of animals wherever practicable.
- American Humane Association (AHA) Guidelines must be followed during production (the AHA tag line is desired in production credits).

Disney, in general, does not use exotic live animals outside of their zoo/sanctuary habitat or natural environment in its television or film productions, photo shoots, any media broadcast, or at special events. Occasionally, exceptions are made. No exceptions will be made for the use of apes (chimpanzees, gorillas, orangutans, bonobos, gibbons and siamangs) or other large primates (baboons and macaques) outside of their zoo/sanctuary habitat or natural environment.

In all cases, the proposed use of live animals in entertainment for any Disney production, including the proposed vendor for the animals, must be reviewed for compliance with Disney's policy by Disney's Animals, Science and Environment department.

## SCOPE

This policy applies to the use of live animals in all media (e.g., film, television, live theater, concerts, interactive games, internet) that Disney produces, as well as when live animals are used as models (e.g., for photography, marketing materials, graphic



or fine art, or animation). It also applies to all events and presentations with live animals at theme parks, resorts, theaters, sound stages, merchandise locations or other establishments where Disney has operational control.

April 3, 2012