



DISNEY FAMILY.COM ANNOUNCES NEW MOM'S HEALTH INITIATIVE

Site Celebrates "National Women's Health Week," Helping Moms Make Their Own Health a Top Priority

NORTH HOLLYWOOD, Calif., May 5, 2010 – In honor of [National Women's Health Week](#) (May 9-15, 2010), [Disney Family.com](#) announced today "Simple Steps to Healthy Families: Mom's Health," a new resource to empower women to put their health on the top of their "To Do" list. Partnering with the American Heart Association's Go Red For Women and City of Hope, the site is filled with tips and advice to encourage everyone to make May the "Month of Mom." Moms everywhere are invited to visit the site and learn simple steps they can take to live a longer and healthier life.

According to a recent online survey from [Disney Family.com](#), moms shoulder the burden of the health of their families with 77 percent of respondents reporting they are charged with scheduling the family medical appointments and keeping the family medical records. This often leads to women ignoring their own health needs to care for those of their family. Seventy-two percent of women know it is important to get a pap smear every year, but only 59 percent receive one. Additionally, 68 percent of women are aware that they should receive a yearly mammogram or a breast examination if they are under 40-years-old however, only 50 percent actually get the examination. In addition, only 56 percent of women reported having their cholesterol checked and only 46 percent having their blood sugar checked, two major risk factors for developing heart disease.

"Many moms are aware of the tests they should be receiving annually, but this knowledge doesn't always correlate with what examinations they actually receive every year," said Emily Smith, Vice President of the Disney Online Mom and Family Portfolio. "We are pleased to offer a range of content with simple tips and advice to help moms take care of their health."

Additionally, in honor of "Month of Mom," Disney Family.com has partnered with the [American Heart Association's](#) Go Red For Women movement to aid moms in the fight against women's No. 1 and 3 killers – heart disease and stroke, and [City of Hope](#), one of the nation's leading research and treatment centers in the fight against the No. 2 killer - cancer. City of Hope maintains a specialized multidisciplinary women's cancer program to improve outcomes for women battling breast and gynecological cancers. The Disney Family.com site features quick and easy tips moms can do to decrease their risks of these top health threats.

"Mothers are usually so focused on their families that they often forget about themselves," said Emily Smith, Vice President of the Disney Online Mom and Family Portfolio. "We are delighted to help women make their health a top priority."

Disney Family.com will include a list of necessary health screenings women need annually and encourages moms to give back to their families during the month of May by scheduling appointments such as:

- Gynecological Exam – Including a pap smear every year
- Mammogram – It is recommended for women to have a mammogram every one to two years starting at age 40

- Dermatologist Visit – Know your family history and perform self examinations for any mark in the skin for change or growth on a regular basis
- Heart Health Check - Ask your healthcare professional to check your cholesterol levels, blood pressure, glucose and body mass index beginning at age 20
- Colorectal Cancer – Colonoscopy every 10 years, beginning at age 50

For more information visit Disney Family.com or follow us on Twitter at [@familydotcom](https://twitter.com/familydotcom).

Survey Methodology

The results of the survey, underwritten by Disney Family.com and conducted by Usability Sciences, are based on responses of more than 7,000 Disney Family visitors in the United States. The survey was conducted over a period commencing February 10, 2010 and continuing through February 17, 2010. The margin of error is + or - 1%.

About Disney Online Mom and Family Portfolio

The Disney Online Mom and Family Portfolio is a leading group of sites that provide inspiration and [ideas for parents](#) on a variety of topics important to today's families. Sites include [Disney Family.com](#), [Kaboose.com](#), [FamilyFun.com](#) and [BabyZone.com](#).

About Disney Online

Disney Online (www.Disney.com or text MOBILE to DISNEY), a unit of Disney Interactive Media Group, produces the No. 1 ranked community-family and parenting destination on the World Wide Web.* Launched in 1996, [Disney.com](#) is the online and now mobile web gateway to all of the company's Disney-branded entertainment initiatives, providing comprehensive access to, and information about Disney movies, travel, television, games, music, shopping and live events.

In addition, Disney Online develops and publishes a range of online products and services including [Pirates of the Caribbean Online](#), [Disney's Toontown Online](#), [Disney Fairies Pixie Hollow](#) and [Disney Club Penguin](#).

Disney Interactive Media Group (DIMG) is an affiliate of The Walt Disney Company (NYSE: DIS).
*comScore MediaMetrix

About Go Red For Women

Go Red For Women is the American Heart Association's solution to save women's lives. With one out of three women still dying from heart disease, we are committed to fighting this No. 1 killer that is largely preventable. GoRedForWomen.org, a premier source of information and education, connects millions of women of all ages and gives them tangible resources to turn personal choices into life-saving actions. We encourage women and the men who love them to embrace the cause. For more information please visit GoRedForWomen.org or call 1-888-MY-HEART (1-888-694-3278). The movement is nationally sponsored by Macy's and Merck & Co., Inc.

About City of Hope

City of Hope is a leading research and treatment center for cancer, diabetes and other life-threatening diseases. Designated as a Comprehensive Cancer Center, the highest honor bestowed by the National Cancer Institute, and a founding member of the National Comprehensive Cancer Network, City of Hope's research and treatment protocols advance care throughout the nation. City of Hope is located in Duarte, Calif., just northeast of Los Angeles, and is ranked as one of "America's Best Hospitals" in cancer and urology by *U.S. News & World Report*. Founded in 1913, City of Hope is a pioneer in the fields of bone marrow transplantation and genetics. For more information, visit www.cityofhope.org.

To learn more about women's cancers or support City of Hope's lifesaving research and treatment programs for breast and gynecological cancers, visit www.cityofhope.org/womenscancers.

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