



OPEN CALL: DISNEY AND CREATIVE ENGLAND LAUNCH SEARCH FOR NEW DIGITAL TECHNOLOGY

Partnership to target small businesses for the chance to secure significant funding

London, 5 March 2015 Disney UK and Creative England today set a challenge for regional technology developers and start-ups to devise a new digital tool for Disney which aims to inspire families to lead healthier lifestyles. Inspired by The Walt Disney Company's long-standing commitment to healthy living, the challenge will champion local creativity and innovative technology to produce engaging, family focussed digital solutions which positively effect a healthier way of life.

A total of £95,000, provisioned by Creative England and Disney, is available as a development fund to support the project. The funding forms part of Creative England's aim to support creative and digital businesses across the English regions.

In partnership with Creative England, an organisation that supports creative businesses across the regions, Disney aims to find innovative digital solutions that connect with today's modern families – using its popular stories and characters.

The funding comes after Creative England was awarded £8million from the Government's Regional Growth Fund, to support and develop businesses across the games, television, film and digital creative industries. Shortlisted applicants will receive support and expertise from Disney's senior digital team during the process. The submission period starts from today, Thursday 5 March, closing on Monday 20 April.

Caroline Norbury MEB, CEO of Creative England adds: *"Creative digital businesses are working at the cutting edge of technology and development, and we're only just beginning to see the potential of how technologies can be used to improve many aspects of our lives. Creativity is everywhere, in everything we do. Our partnership with Disney is designed to showcase the positive impact that new creative technology can have on our day to day family lives."*

Matt Carroll, Director of Disney Interactive, UK & EMEA said: *"Disney is a company built on innovation and we know that the digital eco-system plays a huge role in modern families' lives."*

We're really excited to challenge the local creative industry to come up with something that is at the forefront of cutting-edge technology – whether that's a wearable tech or augmented reality – or an idea that's completely unexpected, which will be used by families in the UK and beyond"

Disney UK has long been committed to the individual developer community championing talent across the country, having worked with various regional developers on its digital games themed around its popular TV programming – including *Doc's World* from Bath-based interactive production company, Complete Control and *Disney Infinity* game sets from Brighton's StudioGobo. Many have seen great success such as the UK-produced *Disney Junior Play* app, targeted at children aged 2 – 7, which has featured in the top five of the apps charts since its launch in March last year across EMEA.

Creative England has invested over £14,400,000 in the games, TV, film and digital media industries over the past three years, and supported creative solutions in industries as diverse as healthcare, education, visual effects and car insurance.

Disney UK and Creative England will jointly select up to three applications at stage one to each receive a £5,000 grant to prepare a 'proof of concept' to be considered at stage two of the process. Stage two involves a live pitch and Q&A with a judging panel who will make the final decision on which 'proof of concept' project is deserving of up to £80,000 of substantive product development funding.

Applicants can submit their ideas via the Creative England website:

www.creativeengland.co.uk/business/disney-healthy-living-digital-project

- Ends -

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Notes to Editors

About The Walt Disney Company UK & Ireland:

The Walt Disney Company (TWDC), together with its subsidiaries and affiliates, is a leading diversified international family entertainment and media enterprise. Disney is a Dow 30 company and had annual revenues of \$48.8 billion in its Fiscal Year 2014.

TWDC has had a strong presence in the UK & Ireland for over 80 years and currently employs more than 1,700 people. The Studios locally produce and distribute films in the UK & Ireland, with recent successes including Disney's "Maleficent" and Marvel's "Guardians of the Galaxy". Forthcoming releases include Disney's "Cinderella" and Marvel's "Avengers: Age of Ultron". Disney Channel is the #1 pay TV channel with kids (4 – 15) for the eight consecutive year in the UK. The Disney Channel multiplex in the UK, which includes Disney XD and Disney Junior, distributes locally produced shows including Disney Channel series, "Evermoor". Disney's wide range of consumer products, including toys, apparel, home décor, foods, books and magazines, are sold at specialist, mass market retailers and at Disney Stores across the UK & Ireland. In 2008, Disney announced its partnership with Great Ormond Street Hospital Children's Charity with a £10 million fundraising pledge towards the hospital's redevelopment appeal. The partnership engages all the Disney businesses and Disney achieved its £10 million target in October 2014. Disney continues to support the charity and provides unique and memorable experiences for patients and their families.

About Creative England

About Creative England Creative England is a national agency that invests in and supports creative ideas, talent and businesses in film, TV, games and digital media. We aim to grow the brightest, the best, and those with the most promise so that individuals and businesses can achieve their full creative and commercial potential. We help identify future opportunities to grow the economy and generate jobs. With offices in Salford, Birmingham, Bristol, Leeds, Nottingham, Pinewood and Elstree, we are a national agency with strong local and regional links. www.creativeengland.co.uk

Application Details

Applicants can apply from Thursday 5 March 2015. There are four steps to doing so:

- Download and read the Non-Disclosure Agreement (NDA) and follow the acceptance instructions.
- Download the Disney Healthy Living Digital Project FAQs and read carefully together with the Disney Interactive Creative Brief.
- Fill in the online application form and submit your application online via <http://applications.creativeengland.co.uk/application/127>. Once you have registered online you can start your application, save your work and come back at any time to complete it.
- The deadline for submitting your application is Monday 20 April 2015, and applicants will be notified of the outcome by Friday 1 May 2015.

Regions

Businesses must be based in the following English regions to eligible to apply. Please refer to terms on Creative England website

North East, North West, Yorkshire & Humberside, West Midlands, East Midlands, East of England, South West & South East

