

*** MEDIA ALERT ***



That's So Raven "Eye on Fashion"
BENEFITING CHILDREN'S MIRACLE NETWORK
PRESENTED BY THE WALT DISNEY COMPANY AND WAL-MART CANADA

WHAT: Join international superstar Raven Symoné for a fun and fashionable premiere of tween apparel inspired by the hit television series, *That's So Raven*.

The exclusive *That's So Raven* "Eye on Fashion" gala and runway show will light up the catwalk with music, fashion and dance to benefit Children's Miracle Network, raising funds for children's hospitals while celebrating the individuality of tween girls.

"Eye on Fashion" will showcase the hottest looks for tweens from the newly-launched *That's So Raven* fall and winter collections available at Wal-Mart. More than 300 guests are expected to attend, including children from local hospitals represented by Children's Miracle Network, a non-profit organization dedicated to helping kids by raising funds for 170 children's hospitals across North America.

This event is made possible with the support of over 60 sponsors and volunteers, including Visa Canada, Minto and Yahoo. The evening is presented by the Walt Disney Company and Wal-Mart Canada to ensure that 100 percent of the funds raised will benefit Children's Miracle Network.

WHEN: **Monday, September 25, 6:00 PM to 8:00 PM**
Photo Call: 5:50PM to 6:05PM
Fashion Show: 7:30PM to 8PM

WHERE: **Design Exchange – 234 Bay Street, Toronto, ON**

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About the *That's So Raven* TV Series

Captivating young girls with its fashion-forward look, relatable stories and physical comedy, *That's So Raven* is seen eight times a week in Canada on *The Family Channel* and consistently ranks among the Top 5 programs on the network. Raven (a.k.a. Raven-Symoné), who began her career as Cliff Huxtable's 3-year-old granddaughter Olivia on "The Cosby Show," is a household name among young girls. She was voted Favorite Female TV Actress at the Nickelodeon Kids' Choice Awards (2004 and 2005) and won two NAACP Image Awards for her role as the clairvoyant teen Raven Baxter in *That's So Raven*.

About Children's Miracle Network

Children's Miracle Network—the alliance of premier hospitals for children—is a non-profit organization dedicated to saving and improving the lives of children by raising funds for children's hospitals across North America. Each year the 170 Children's Miracle Network hospitals provide the finest medical care, life-saving research and preventative education to help millions of kids overcome diseases and injuries of every kind. Children's Miracle Network fundraises year-round with events such as Radiothons and raises awareness of the vital work of children's hospitals through the Champions Across America/Canada Tour presented by Wal-Mart. To learn more about CMN please visit www.cmncan.ca

About Disney Consumer Products

Disney Consumer Products (DCP) is the business segment of The Walt Disney Company (NYSE: DIS) that extends the Disney brand to merchandise ranging from apparel, toys, home décor and books to interactive games, food and beverages, stationery, electronics and animation art. This is accomplished through the work of DCP's various lines of business: Disney Toys, Disney Softlines, Disney Home, Disney Food, Health & Beauty, Disney Stationery, Disney Publishing, Buena Vista Games, Baby Einstein, the Muppets Holding Company and Disney Shopping, Inc.'s catalog and disneyshopping.com. The Disney Store, which debuted in 1987, also falls under DCP, through stores currently owned and operated by unaffiliated third parties under licensing agreements in North America and Japan, and wholly owned stores in Europe. For more information about DCP, please visit our web site at www.disneyconsumerproducts.com.

About Wal-Mart Canada

Established in 1994 and headquartered in Mississauga, Ontario, Wal-Mart Canada operates one of the strongest community involvement programs in Canada under the Wal-Mart "Good Works" banner. Every week Wal-Mart Canada raises and donates more than \$190,000 to Canadian charities and last year alone contributed more than \$10 million to causes across Canada. Over the past 12 years the company has contributed more than \$50 million to Canadian charities and organizations in need.

Disney's *That's So Raven* Fall and Winter collections are now available exclusively at Wal-Mart.