

Media Contact:
Michelle Danks | 760-740-1346
ECOLIFE Foundation



ECOLIFE Foundation Awarded \$25,000 Grant from
Disney's Friends for Change Latin American versions: ***Amigos por el Mundo*** (in Spanish) and
Amigos Transformando o Mundo (in Portuguese).

Grant to Help End Deforestation in Central Mexico's Monarch Butterfly Reserve.

(Escondido, CA) – July 5, 2011 – ECOLIFE Foundation, a not-for-profit organization that provides ecologically sustainable solutions to address root causes of humanitarian and environmental issues, was awarded a \$25,000 grant from Disney's Friends for Change Latin America, also known as Disney's ***Amigos por el Mundo*** (in Spanish) and Disney's ***Amigos Transformando o Mundo*** (in Portuguese). In 2010, during the first year of this environmental multi-platform initiative, kids voted and helped decide how Disney would distribute \$250,000 in grants among 12 twelve conservation projects focused on climate, water, waste, and habitats.

With their votes, kids supported ECOLIFE Foundation's Ejido Communities Fuel-Wood Project in Central Mexico, a community-based conservation project that helps protect monarch butterfly habitat and directly improves the quality of life for communities within and surrounding Central Mexico's Monarch Butterfly Biosphere Reserve.

Every fall, millions of Monarch butterflies make their way from Canada and Northeastern United States to reach the forest highlands of central and western Mexico - their winter haven. This annual migration is truly one of nature's greatest mysteries. They travel over 2,000 miles, endure heavy rain, extreme cold and multiple dangers to reach a destination they have never seen.

The Monarch's winter home in the mountains of central Mexico is greatly threatened by illegal logging and families in search of wood for cooking. When trees disappear, so does the forest's insulating qualities, something that the butterflies depend on for survival.

With the generous grant from ***Amigos por el Mundo*** and ***Amigos Transformando o Mundo***, ECOLIFE Foundation in partnership with Grupo Ecologista Cuatros Elementos is building 200 fuel-efficient stoves for families in four Ejido communities, which will eliminate the use of open fires for cooking and improve the respiratory health of nearly 700 adults and children. These stoves also reduce fuel-wood use by 60 percent.

In addition to building fuel-efficient stoves, ECOLIFE Foundation in collaboration with the Monarch Butterfly Fund, will plant 10,000 Oyamel fir trees in July 2011 providing 69 more acres of habitat for over-wintering monarch butterflies in the Monarch Butterfly Biosphere Reserve. For each tree planted, shelter is provided for up to 25,000 monarch butterflies. These trees also reduce the amount of carbon emitted into the environment by 1000 tons in the Monarch Butterfly Biosphere Reserve.

(MORE)

About Disney's *Amigos por el Mundo* / Disney's *Amigos Transformando o Mundo*

Amigos por el Mundo / Amigos Transformando o Mundo is a multi-platform initiative that helps inspire kids and families to join together and make a positive impact on their world. Through on-air PSAs and online tool-kits, the program provides useful information to show how small changes add up to big differences. As part of the program, Disney donates \$1 million dollars annually to assist projects all around the globe from educational & community programs to species & habitat protection. Friends for Change currently has more than 4 million actions taking place from kids in 33 countries throughout Europe, Latin America, Japan, India, and China. For more information, please visit www.disneylatino.com/amigosporelmundo and www.disney.com.br/amigostransformandoomundo.



About Disney Corporate Citizenship

Disney Corporate Citizenship focuses on three key principles: act and create in an ethical manner; champion the happiness and well-being of kids and families; and inspire those around us to make a lasting, positive change in the world. Being a good corporate citizen is a time-honored Disney tradition. We strive to support that goal through quality entertainment, strategic philanthropy, environmental conservation, respectful workplaces, and community engagement. For more information, please visit www.disney/citizenship2010.

About The Walt Disney Company Latin America

The Walt Disney Company Latin America is responsible for the Disney brand and all its business across Latin America. It has offices in Argentina, Brazil, Chile, México, U.S. (Miami) and Venezuela. For more information please visit www.disneylatino.com y www.disney.com.br

About ECOLIFE Foundation

Founded in 2003, ECOLIFE Foundation utilizes conservation as a tool to protect and improve human life, wildlife and natural resources. This approach allows ECOLIFE to intertwine humanitarian and conservation efforts, thereby creating programs that provide sustainable solutions that address the root causes of humanitarian and environmental issues. ECOLIFE Foundation programs provide communities with measurable health benefits, greater economic stability, and higher standards of living. ECOLIFE Foundation is located at 324 State Place, Escondido, CA and can be reached at (760) 740-1346 or by visiting their website at www.ecolifefoundation.org.