



**‘DISNEY JR. LET’S PLAY!’ CAMPAIGN LAUNCHES ACROSS
THE WALT DISNEY COMPANY, ENCOURAGING PRESCHOOLERS TO
GET LAUGHING, MOVING AND PLAYING**

***ESPN and Disney Jr. Team Up To Provide First-of-Its-Kind Sports Grants
for Preschoolers From Income-Restricted Families***

***Cross-Company Campaign Celebrates the Joy of Play Through Content,
Products, Music, Live Events and Community Activations***



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(BURBANK, Calif. – June 4, 2025) Today, Disney announced “Disney Jr. Let’s Play!,” a multiplatform global campaign designed to inspire preschoolers to experience the joy of play through Disney Jr.’s beloved characters and stories. Spanning original content, consumer products, music, live events, community activations and more, the campaign is supported by a cross-company commitment designed to bring meaningful activities and experiences — inspired by Disney Jr.’s playful storytelling — into communities and the lives of preschoolers around the world. The campaign, which is part of Disney’s commitment to delivering happiness to kids, families and communities, was announced today on “Good Morning America” (7:00-9:00 a.m. EDT) with additional “Disney Jr. Let’s Play x GMA” segments planned throughout the summer.

Also announced: a first-of-its-kind collaboration between ESPN’s “Take Back Sports” initiative, Disney Jr., and national nonprofit Every Kid Sports to offer sports grants to families with preschoolers who

are facing financial hardship. These grants, available through the Fall 2025 Every Kid Sports Pass, will provide access by covering fall registration fees for qualifying applicants. This marks the first time that the program has focused on preschool-aged children, who are often trying out sports for the first time. Additional details, including info on how to register for the grants, will be announced at a later date.

Backed by clinical expertise from the Child Mind Institute about the importance of play in preschool development, the “Disney Jr. Let’s Play!” campaign taps into the playful spirit of Disney Jr. favorites like “Bluey,” “Marvel’s Spidey and his Amazing Friends,” “Mickey Mouse Clubhouse” and “SuperKitties,” which are all available to stream on Disney+.

“At Disney Jr., play is more than a pastime — it’s a key part of how we tell stories, spark imaginations and help kids make sense of the world,” said Ayo Davis, president, Disney Branded Television. “Our characters aren’t just beloved favorites, they’re friends who inspire movement, creativity and joy. With ‘Disney Jr. Let’s Play!,’ we’re inviting families to take that playful spirit beyond the screen and into everyday life.”

Continuing throughout the year, the campaign will feature additional community-based activations, as well as the following:

- A Disney Jr.-themed roller-skating experience from Disney Music Group at over 400 roller rinks across the country
- A “Disney Jr. Let’s Play! Party” at Disney California Adventure Park and Downtown Disney District later this summer
- The popular “Disney Jr. Live On Tour: Let’s Play!” traveling concert tour, now in its international run
- “Disney Jr. Let’s Play!” YouTube shorts, designed around preschool routines that encourage play and laughter.

Kathryn L. Keough, Ph.D., a clinical psychologist at the Child Mind Institute, added, “Play-based activities support the healthy development of preschoolers and allow them to experience the positive emotions that are essential for their well-being. When preschoolers pretend to play as their favorite characters, it gives parents and caregivers a natural ‘in’ to play along with them and brings joy to the whole family.”

About Disney Jr.

Disney Jr. is a global multiplatform brand expressly geared towards preschoolers aged 2-7 and their families. With stories and characters that encapsulate signature Disney qualities of magic, music, adventure and heart, the brand is home to some of the most cherished programming and franchises for preschoolers, including “Mickey Mouse Clubhouse,” “Doc McStuffins,” “Sofia the First” and current hit series “SuperKitties,” “Marvel’s Spidey and his Amazing Friends” and “Disney Jr.’s Ariel.” With content created by Disney Branded Television, Disney Jr. is available anytime and anywhere for families to watch and enjoy together — from the popular Disney Jr. YouTube Channel, 24-hour #1 Disney Jr. preschool network and streaming on Disney+.

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