

# Disneyland Resort Launches ‘Together We Can Be Incredible’ PSA Campaign for Health and Safety in Local Communities

ANAHEIM, Calif. (Dec. 15, 2020) – Today, the Disneyland Resort kicked off a public service awareness campaign across Orange County and Los Angeles County to encourage all residents to adhere to current health and safety guidelines to help protect local communities.

The campaign, “Together We Can Be Incredible,” features characters from Disney and Pixar’s “The Incredibles,” sharing tips and reminders of important health and safety measures delivered through digital billboards, radio, TV, social media content and more, rolling out over several weeks. The PSA reiterates current health and safety measures based on guidance from health authorities, such as the Centers for Disease Control and Prevention (CDC) and appropriate government agencies, including the OC Health Care Agency (HCA).

The messages are shared by characters from “The Incredibles” including Edna Mode, Dash and Mrs. Incredible, and provide reminders to everyone to wear a face covering, wash their hands frequently and practice physical distancing measures.

“The campaign emphasizes important health and safety measures, including physical distancing, face coverings, hand washing and more, and leverages each character’s personality to bring the messages directly to our local communities in a dynamic way,” said Dr. Pamela Hymel, chief medical officer, Disney Parks, Experiences and Products. “Our message is that together we can help the community if we’re all responsible and do our part.”

The Disneyland Resort is working with local businesses to help bring this campaign to a variety of local residents, with messages in English, Spanish and Vietnamese. The scope of the campaign is made possible in part by existing relationships across Orange County and Los Angeles County, including with the Los Angeles Angels, Anaheim Ducks and more. In addition, the Disneyland Resort is working with local school districts to provide tools and resources to share with students.

The Disneyland Resort has been working closely with the HCA to be in line with the HCA’s guidelines on extensive health and safety procedures implemented through the Downtown Disney District, including the recent expansion onto Buena Vista Street. Dr. Clayton Chau, county health officer and director of OC Health Care Agency, is pleased to support the campaign with the Disneyland Resort for the local communities.

“We all have a role to play in working to curb the spread of COVID-19. Disneyland has continuously shown its commitment to health and safety in Orange County for many years, and we welcome their collaboration in our continued efforts to raise awareness of and educate our communities on COVID-19 in unique and creative

ways," said Dr. Chau.

To learn more about the "Together We Can Be Incredible" campaign please visit [Disneyland.com/BeIncredible](https://Disneyland.com/BeIncredible).

###