

**DISNEY JUNIOR**

500 South Buena Vista Street, Burbank, CA 91521-6078

**Press Contact: Patti McTeague**

(818) 955-6743

Online Press Materials at: [www.disneyabcpress.com](http://www.disneyabcpress.com)

## Disney Junior Fact Sheet

Disney Junior, part of Disney Channels Worldwide, is a global multiplatform brand expressly for kids age 2-7. Disney Junior reflects the emotional connection generations of consumers have to Disney storytelling and Disney characters, both classic and contemporary. It invites mom and dad to join their child in the Disney experience of magical, musical and heartfelt stories and characters, while incorporating specific learning and development themes designed for young children. Disney Junior-branded content spans television, online, mobile and VOD platforms.

**Reach:**

The daily Disney Junior programming block, launched in February 2011, is available on Disney Channel in over 91 million U.S. homes. The 24-hour Disney Junior channel, launched in March 2012, is available in over 70 million U.S. homes. Globally, Disney Junior is available in 27 languages across 21 visual feeds in 155 countries/territories in nearly 298 million households with a total of 36 channels.

**Programming:**

Disney Junior original series include "Mickey and the Roadster Racers," "Elena of Avalor," "Vampirina," the Peabody Award-winning "Doc McStuffins," "The Lion Guard," "Muppet Babies," "Puppy Dog Pals" and the highly-anticipated upcoming series "Fancy Nancy" and "The Rocketeer."

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