Walt Disney World News

Disney Executive Joins Board of Clean the World Foundation

LAKE BUENA VISTA, Fla., (July 21, 2011) – Walt Disney Parks and Resorts Vice President of Lodging Mark Rucker has been named to the board of directors atClean the World Foundation, an Orlando-based organization that recycles soap and shampoo and distributes them around the world to those living in poverty.

Each year, millions of children die from hygiene-related illnesses because essential items for proper hand washing are unobtainable. Clean the World aims to stop those needless deaths from occurring by distributing soap products and educational materials to impoverished countries worldwide and here domestically to local homeless shelters.

“At Walt Disney Parks and Resorts, we are proud to partner with Clean the World and support their mission of helping save lives here in Central Florida and around the globe,” said Rucker. “I’m pleased to join the board of directors at Clean the World and support their mission to help prevent the spread of diseases that impact so many children.”

So far this year, resort hotels at Walt Disney World Resort have donated more than 19,000 pounds of soap, shampoo, conditioner and lotion.

Assisted by donations from Disney, Clean the World played an important role in aiding efforts to contain the cholera outbreak after last year’s devastating earthquake in Haiti.

Rucker says Disney’s support of Clean the World’s recycling efforts goes beyond the 24 resort hotels on Walt Disney World property. Resort hotels at Disneyland Resort in California are now hotel partners for the organization. Upon opening later this summer Aulani, a Disney Resort & Spa in Hawai’i, will also recycle hygiene products with Clean the World.