

World Princess Week Disney Store Keys bring comfort and inspiration to seriously-ill children across Europe, Middle East and Africa

As part of Disney's Ultimate Princess Celebration campaign, a year-long event spotlighting the courage and kindness Disney heroines inspire in fans around the world, Disney Store will be celebrating World Princess Week (23-29 August) with the launch of a World Princess Week Disney Store Key on 23rd August from 8am.

Each key will unlock princess adventures for children in hospitals and places of care across Europe, bringing comfort and inspiration to children through 45,000 Moments That Matter to hospitals and places of care near you!



These 45,000 specially designed, Princess-inspired packs have been made with the children's emotional resilience needs in mind, with each activity within them having a purpose behind it to help the child cope with their individual situation.



Disney creates independently verified Moments that Matter as part of their social purpose, which are proven help seriously-ill children when feeling fearful/anxious or isolated from family and friends.

Discover where your key unlocks a princess adventure below and click on the organisations for more detail on how you can help support and bring comfort to children.

	MediCinema Great Ormond Street Hospital The Royal Marsden Cancer Charity Make-A-Wish UK Together for Short Lives
	Children in Hospitals Ireland Children's Health Ireland
	München Klinik Schwabing Deutsches Herzzentrum München Dr. von Haunersches Kinderspital/Warenannahme LMU Charité - Universitätsmedizin Berlin kbo-Kinderzentrum München München Klinik Harlaching Klinikum der Universität München, Campus Großhadern Inselspital, Universitätsspital Bern Universitäts- Kinderspital Zürich Allgemeines Krankenhaus der Stadt Wien LKH-Universitätsklinikum Graz St. Georg Klinikum Eisenach Ronald McDonald Haus München Am Deutschen Herzzentrum Ronald McDonald Haus München-Großhadern Ronald McDonald Haus Wien I Albert-Schweitzer-Kinderdörfer
	Charity foundation Podari Zhizn (Gift of life) Konstantin Khabensky's foundation Lighthouse Charity Foundation Butterfly Children's Foundation Foundation Move for Life Naked Heart Foundation, Russia
	Hospital San Rafael de Madrid Hospital Infantil Universitario Niño Jesús Hospital Universitario Ramón y Cajal Hospital Universitario Vall d'Hebron
	MediCinema Italia



The **WALT DISNEY** Company
Europe, Middle East & Africa

	National Council of and for Persons with Disabilities
	Szpital Banach Fundacja Na Ratunek Dzieciomz Chorobą Nowotworową
	Red Cross
	PAVEL Association
	Hôpital Universitaire Robert Debré Hôpital Armand Trousseau Hôpital Necker Enfants Malades Hôpital Raymond Poincaré Hôpital Kremlin-Bicêtre Institut Gustave Roussy Hôpital Roger Salengro CHRU Lille AP-HM Hôpitaux de Marseille
	University Hospital Brussels UZ Leuven - Campus Gasthuisberg Princess Elisabeth Children's Hospital
	Princess Maxima Children Cancer Hospital
	SosyalBen Foundation (Social Enterprise)
	The Smile of The Child
	Dana-Dwek Children's Hospital Kids Room (Hospital)